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JUL 8 1930

MID-YEAR INDEX NUMBER

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII NEW YORK, JULY 5, 1930 No. 1

Charles G. Norris writes the most daring novel of the year!

Dr. Joseph Collins has already read it. He calls it "an epic of American civilization." It's a story of real modern people at grips with a real modern problem—*birth control*. It's the most daring novel of the year—on the most controversial subject of today—by the author of *Brass* and *Salt*. Coming August 15th. $2. DOUBLEDAY, DORAN.

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By Ellery Queen

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THE UNKNOWN SOLDIER
By Vernon Bartlett

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THE ROMANCE OF THE SEA By G. Gibbard Jackson

Fascinating tales of unsolved sea-mysteries—the Titanic, the mystery ship Mary Celeste, the Maine, the submarine F-4, etc. *Illustrated in line.* $2.50

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IN THE RED By Roy Milton Illiff

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Outstanding Novels for July

These Are Appleton Books

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By J. C. SNAITH

A popular novelist writes a story of amazing power, in which self-sacrifice and love and mystery play major parts. By the author of *"The Sailor."* $2.50

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By HELEN MACKAY

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By BERTRAM ATKEY

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On July 31st will be published

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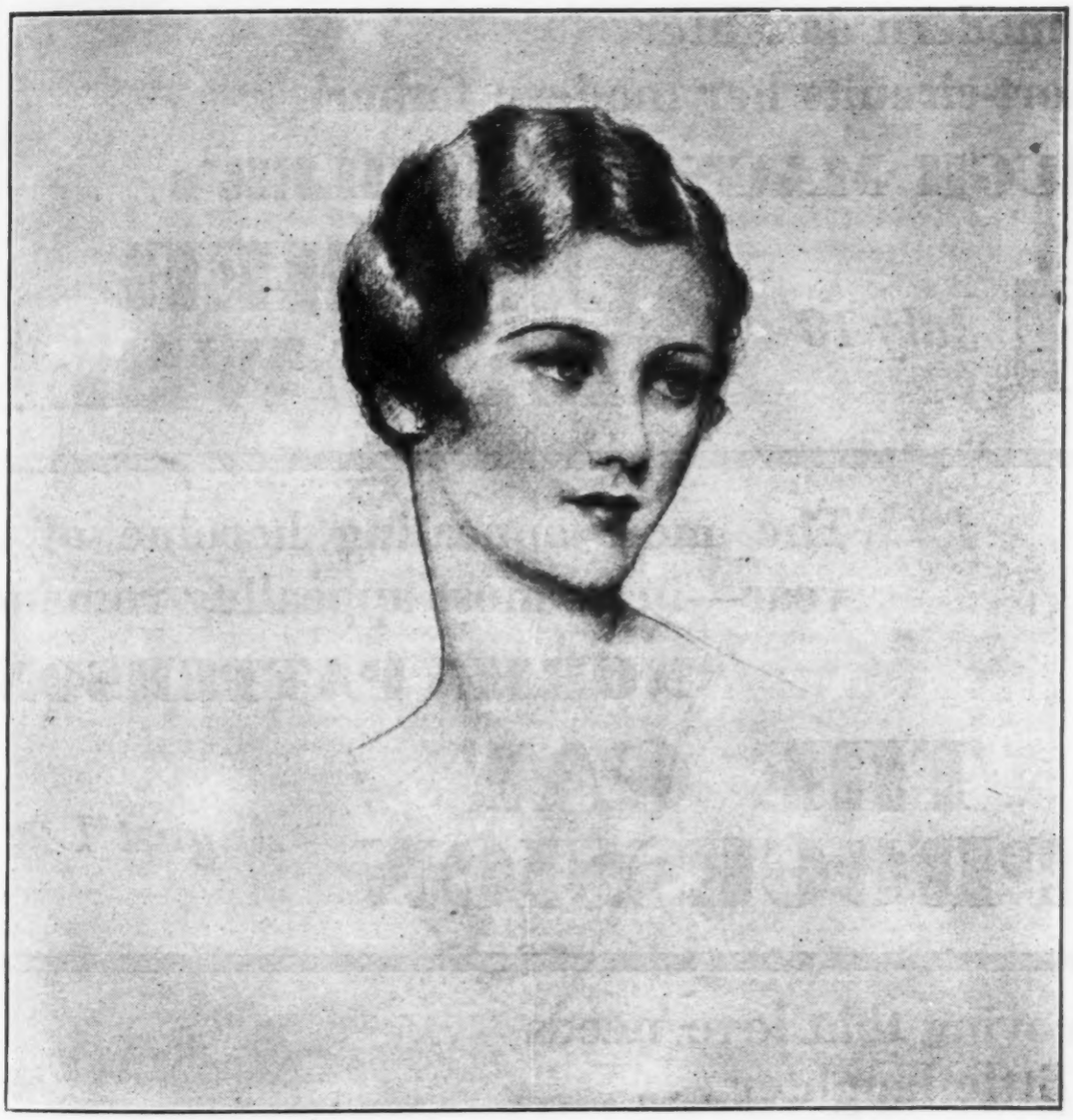

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a little laughter . . .

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RED SNOW

by F. WRIGHT MOXLEY

One of the Inner Sanctum Dollar Novels

WE WISH to make one important thing clear: The Inner Sanctum Dollar Novels are *not* published with the idea of bringing out so much merchandise at a dollar a throw. The novels are not predominantly "light" or "frothy" or any other single type. They are merely good books. Each one has been accepted because we believed it would be a good book to publish, no matter what the price.

"IT MAY SELL A QUARTER OF A MILLION COPIES. IN ANY CASE WE MUST TAKE IT."

These are words from The Editor's report on *Red Snow*, by F. Wright Moxley, a catastrophic novel which The Inner Sanctum is releasing on August 17th—precisely five years before the date which furnishes the starting point for the book.

Here's the idea: On August 17, 1935 a red snow falls everywhere over the world. A month or two later the maternity hospitals report startling news: No business!

The red snow has sterilized humanity. No more children. How does the world react. What becomes of our morals and ideals? How do human beings adjust themselves sexually? What happens to art? Industry? Religion?

The best way of giving an idea of The Inner Sanctum's faith in the enormous pulling power of this theme and this book is to quote verbatim from the Editor's report, which is couched (as always) in thoroughly unbusiness-like terms.

"This comes through with a bang!

"Once he has started I defy anybody to put this book down. Moxley is a literary find, the book is a gigantic piece of concrete visionary writing, swell satire and high tragedy.

"Here is "*Götzendaemmerung*, the twilight of the idols, with a vengeance. It is simply magnificent; and yet human, full of sharp wit, dramatic incidents, bizarre situations. It is as rich as a Christmas pudding and is crowded with a myriad qualities from humor to sex appeal.

"Its selling potentialities are higher than anything that has come into the office during my time—and I am not forgetting *Trader Horn* and *The Art of Thinking*. It has the possibilities of a *Quo Vadis* or a *Ben Hur;* and yet it is far more than merely sensational. It is, in its way, a work of literature.

"As for the ending, its stark and desolate horror is enough to make you feel the grave of the world opening for its last victim. It is Ruin in Prose.

"It may sell a quarter million copies. In any case, we *must* take it. CPF"

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A NIGHT IN KURDESTAN *by* Jean-Richard Bloch
FIFTEEN RABBITS *by* Felix Salten
I AM JONATHAN SCRIVENER *by* Claude Houghton
BELOVED (O MON GOYE) *by* Sarah Levy
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"This book is admirably conceived and written with altogether exceptional insight and charm. Langdon-Davies explains the tremendous emotional revolution in knowledge which has taken place during the past quarter of a century better than anyone else I have met with."

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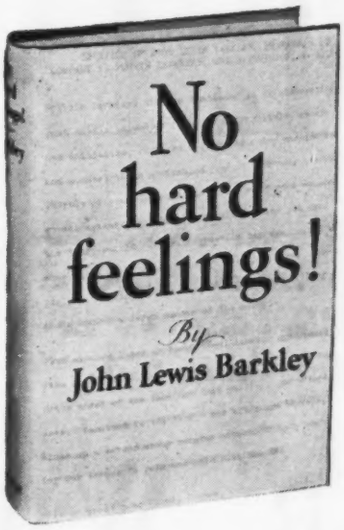

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THE MACMILLAN COMPANY

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Illustrated in color by René d'Harnoncourt

The fascinating story of the attempt of two Mexican children to obtain a painted pig from the toy-maker, Pancho, is told by Mrs. Morrow, who has lived in Mexico for so long. The artist has made fifteen beautiful pictures in five colours, as well as nine in black and white, of his own Mexican toys. (Ages 5–10) *To be published Sept. 5th* $2.00

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Every parent and every teacher is confronted with this intangible and highly perplexing problem. In this book twenty-eight distinguished men and women, among them Lasswell, Bronner, Lindeman, Gruenberg, contribute the newest findings and theories.

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The complete and vivid picture of a superlative democracy from which America still has much to learn.

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by **MARGARET GOLDSMITH & FREDERICK VOIGT**

No figure on the German side in the World War has commanded more admiration and respect from his former enemies than Hindenburg, the elderly Commander-in-Chief, now the respected President of the German Republic. Hindenburg is one of the few war celebrities who has gone forward and risen to fresh honors since peace was declared. This book considers Hindenburg's amazing life and extraordinary character from many angles. *Illus. July* 24. $3.50

See further announcement in July 19 *issue of the Publishers' Weekly*

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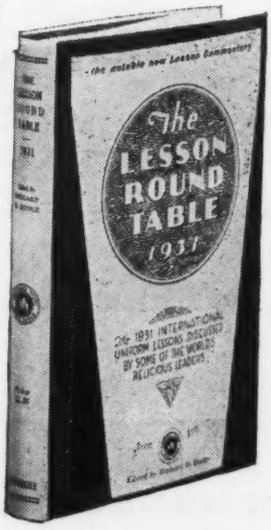

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 5, 1930

What Price the Seasonal Bookshop?

Katharine Lord

of The Little Book House at Nantucket

The Seasonal Shop Bears Somewhat the Same Relation to the Established Year-Round Store That the Short Story Does to the Novel

CAN the seasonal bookshop make the grade, and under what conditions? What are its special problems, its individual pitfalls? For any enterprise may succeed or fail according as its dangers are foreseen and forstalled.

The Little Book House begins its seventh season in the summer of 1930, and while it has not proved a gold mine, has made a steady progress, and now shows a reasonable profit on the money invested and its yearly period of operation. Its most valuable dividends have been its lessons in business procedure which are the excuse for this article. Perhaps other beginners in the booktrade may find some value in this experience in a narrow field.

Scrutinize Your Motives

Let us suppose you are contemplating a bookshop in a summer or a winter resort, on shipboard or at school or camp, in short, in any situation that you know will not justify a year-round enterprise. First let us study your motives a bit. Have you chosen this occupation and its proposed situation because you are for some reason tied to the place, because you want to spend the summer or winter at this point, or because you have knowledge of a genuine need just here? Needless to say, you are running a tremendous risk without the last named as one of your motives.

If you know that your chosen location has a reasonable number of people who *already* want to buy books, you are on the right track. Personally I do not believe that literary missionary work can ever pay its own way. The bookshop can help, but the development of a book reading and eventual book buying public must be the work of the endowed library, school or other organization, not of a business enterprise.

Granted that you know there is a population of the class that already buys some books (and presumably would be glad to have a bookshop at hand in which case they would buy more) we come to the point that I consider the keynote of this informal questionnaire. *Have you a personal acquaintance with any proportion (not necessarly a large one) of this population?* You will find later on that most of your problems will lead back to your status in this respect. Within the circle of your personal acquaintance, however small, you will find the social sponsors of your venture, always important to the small shop; among their number will be your initial word-of-mouth advertisers—and this is advertising no money could pay for, even were it for sale; your knowledge

At the hand-carved sign of Dionis Coffin Riggs' summer Book Shop at West Tisbury, Mass. Bookplates which the shop puts in each book were evolved from this sign

of these persons, all unknown to them, will give you valuable pointers on buying, on arrangement, on your choice of help, on the general tone of your establishment.

Book buying is undoubtedly the most personal of all the varieties of commerce. Men will buy shirts and ties and women their intimate lingerie of "salespersons"—in other words, selling *automata,* in almost any decent environment, but they have grown to demand a certain personality in their booksellers, and an atmosphere in their bookshops.

Mind, I am not saying that you could not create an atmosphere, nor make effective use of your personality among the inhabitants of the moon, but you will start "one up" if you open your seasonal shop where you already have a working—or playing—knowledge of the ground, and consciously and continuously make use of that knowledge.

To my mind the seasonal shop bears somewhat the same relation to the established year-round store, that the short story does to the novel. While it must subscribe to all the usual sound business principles, it has some special conditions of its own that require special treatment. Like the short story, its effects must be gained quickly and with the utmost economy of means.

Having picked your location and taken definite steps to interest your acquaintance and to work up an acquaintance among a possible future clientele, the next step is to determine the character of your shop. I believe that the seasonal shop can and should depart more from conventional lines than the usual commercial venture. People are in holiday mood, they allow themselves greater latitude of pleasure—or displeasure. I find that visitors will buy books if they are pleased and diverted, however full their trunks or boxes. If not—"Oh yes, very interesting, but we better wait until we get home. Our trunks are so full."

With this in mind, do not be afraid to give your imagination a rather free rein. See the picture of your shop as you would have it, fill it mentally with the perfect stock, people it with ideal customers. Presumably you cannot have it just that way—not at first—but in any case you have provided yourself with a measuring rod. If you are honest and fearless in making use of this invaluable tool at frequent intervals, you will have moments of encouragingly glad surprise at the progress you are making. You will need these moments to set over against the inevitable hours of discouragement!

In painting the picture of your ideal shop, the background, the underpainting must of course be more or less conventional. If you do not already know the basic principles that generations of booksellers have worked out, set yourself to learn them as quickly as possible. Fortunately this has been made easy for you. Your *Publishers' Weekly* alone will do much toward your education, and (if the editor will allow me to be didactic) you should read it from cover to cover *including the advertisements* at the earliest possible moment each week. And the entirely inexperienced beginner may well take the time to read two or three of the several excellent books on publishing and bookselling. Just as in beginning to learn a foreign tongue you study a few dry pages of vowel and consonant sounds and

Quince Street on Nantucket is a one block lane. The Little Book House is first on the left—just off a busy thoroughfare. Wilbur Daniel Steele's house is nearby, also that of Thomas Beer

peculiarities of the parts of speech, so you will find it worth your while to master the elementary matters set down succinctly for your instruction. Learn the alphabet thoroughly before you try to play with words.

Find out how books are bought, trade practice, what capital is necessary, what tools essential. This information once snugly tucked away in your mind, you will not forget it, any more than you do your a. b. c.

Just here a few practical details. Here as throughout this article I am speaking to the beginner in commercial ventures—rather than to the man or woman who has gone through the mill of employment in the trade.

Naturally your first consideration must be the cost of your venture. Ask yourself, "How much in cold cash will it cost me to start my business?" It is here that the novice sometimes leans too far on the side of optimism.

Look your available capital squarely in the face, and find out just what you can do with it. Better to start in a small way and grow normally than to overload at the top and have to unload with loss. With proper security, capital can be hired at your bank and this is often a better way than the selling of good investments. At first let available capital set the note. It seems to me very bad trade practice to begin by asking favors of publishers. I speak of this because it is so frequently done. I believe all publishers are familiar with the amateur who thinks that the publisher should be glad to stock his shop for him, with long term credit and unlimited return privilege. Nine out of ten persons who have asked my advice about starting a bookshop—and their name is legion—have said in effect, "Of course, you get all your books on consignment," and they look politely incredulous when I tell them it is not the custom of the book-country.

Don't ask publishers or wholesalers to give you books on consignment for a new shop. First, they won't do it; and secondly, you put yourself on a wrong basis. Figure what stock you can buy outright, informing yourself of the best possible terms, and do your best with that. If your capital is ample, you can save something in buying for cash. Some publishers give a discount for cash in ten days, others do not. There are also the remainder houses where many excellent bargains in classic and standard books may be found.

But this class of buying should be done very carefully, especially at first. When you have an established clientele, you can risk more in this line.

The present trend is for even large shops to carry in stock principally the newer books. A few well-chosen standard issues will serve as suggestion for orders. But—*here should be your saving grace*—while you do not stock your shelves largely with this class of book, you should, from the first, *furnish your mind and your notebook* with full information on how to get quickly the books you cannot stock. The ability to quote promptly and definite knowledge of how long it will take to secure any wanted volume, will almost always lead to the telegraphic or mail order.

Taking an author or a subject or two a week, you can soon become an authority on the best editions of George Ade or Chaucer, or the most helpful books on archeology or ping-pong. And even before you have amassed much data, you must learn where to go to find it. Willingness to secure what you have not got, even when the individual order may pay but a few pennies, will eventually profit you well.

The first dip into your capital will be made when you choose your quarters. Any adequate discussion of this subject would run far beyond the limits of this article. Suffice it to say, rent should not be an undue proportion of what you can consider your capital. You will need ready money for many other purposes. Space will depend on what you can afford to pay for rent, and placement within the community will depend largely on local conditions. A well-planned shop in retired Mousetrap Lane will do better than an ill-considered one on the more obvious Ballyhoo Avenue, and the rent may be less than half. Overhead for the seasonal shop is at best large in proportion, and the little leaks must be watched with the utmost care.

We will suppose now that you have duly considered your choice of location and found it sound; that you have a well-thought-out plan for your shop, and one possible of attainment; that you have done the necessary cramming on the essential details of business procedure, have secured a stand and have come to the point (budget in hand) of descending into the market place. What and how to buy? That is, and always will be, no matter how long you go on, a thrilling and dangerous business.

Here the buyer for the small bookshop, the beginning bookshop, above all the seasonal bookshop, must have all his wits about him. Here his knowledge of his community, his more intimate knowledge of a number of the persons within that group, will be invaluable. Here even the super salesman cannot help him, except in giving him information about the character and contents of each book. And this is nothing derogatory to salesmen or to salesmanship. My experience has been that the best salesmen give hearty welcome to the buyer who knows his own field. The salesman I find most useful is the one who knows his stock best in its essential elements, not merely its sales record.

I have also found that statistical best sellers, quick sellers or slow sellers have never meant much in my choice of stock. My small garden plot has very special conditions of soil, of sun, moisture, and my crop of sales is better or worse as I know and consider those special features. No one can do this for me. And I feel sure that this will be true for any seasonal bookshop.

For a small intitial buying you might set down the headings fiction, new biography, serious books, children's books and some one specialty and apportion your funds amongst them, according to your knowledge of your chosen field.

To have from the start a specialty, I consider a great help. Have you an art colony, it may be art books; a sporting community, *well-illustrated* books on the favorite sport or sports. (Sportsmen prefer pictures to text—did you ever notice that?) A picturesque local history? You will hunt out histories and descriptive works relating to your community. If your prospective clientele numbers a good many scholars, religionists, students, financiers, collectors, or what not, you will find in a thorough consideration of their interests some hint as to an individual line. For more reasons than one it is a good thing, even in a small stock, to have that one special shelf. The bookish person seeing your well-chosen collection of books on gardening or antique furniture will be inspired with confidence that you can ad-

vise him as to building up a working library on electrical equipment, dress designing or the manufacture of paper flowers.

As an example, my first specialty in this summer shop on an island, thirty-odd miles at sea, a favorite cruising center, and once the leading whaling port of the world, was quite obviously the sea, and whaling. Recently a hunt has been established here, and as naturally I set up a smaller special shelf of hunting books.

Books to Omit

You will not have gone far upon your consideration of stock before you will quote with deep feeling "of the making of many books there is no end" and you will soon find out that the seasonal bookshop more than any other, must exercise an ofttimes painful restraint in buying. It has worked out best for me in the long run to leave out entirely certain classes of books, rather than to spread the supply too thin in the attempt to cover all kinds. The classifications I omit practically entirely from stock are religious books including Bibles, dictionaries, atlases, histories and technical scientific books, and yet I do a large order business in books of all these kinds, largely because in the omitted classes I make it my business to be armed with full information and can secure wanted items quickly.

Conservatism and Gambling

And now I am going to give two pieces of advice that may seem diametrically opposed. The first is basic. Keep ever before you in buying the principle of conservatism; buy a little less than you desire, cut out the book of which you feel any doubt, aim first at more depth than breadth. Yet—don't be afraid now and then of a gamble. Without it you will miss the best chance of money-making, for real profit lies in quantity. But even the gamble should be what might be paradoxically termed a conservative gamble. Perhaps I can best explain what I mean by a personal example. Never shall I forget my first gamble. Bookmen will remember the publication of Shaw's "St. Joan" and the race between the British and American publishers for priority of issue. In order to get the first printing from the American publisher it was necessary to order before it was determined which would be out first. It seemed to me an opportunity. With the aid of a flock of dummies, I told the story to all comers and worked up an interest in the race and a considerable advance order list, promising delivery at 9 a. m., on day of publication. Then I

The Book Shop at West Tisbury occupies an old-fashioned country house

took the plunge and ordered many times the largest number of any one book we had ever sold. I justified my apparent rashness in this way. No book of Shaw's would ever be an absolute dud. At worst I should be stocked for several years to come or have to unload at a very small loss. Praise be, my game worked! The American edition did in fact appear before the British, and I had to reorder from a second printing, in quantities that at the time appeared to me phenomenal, for this happened in our second year, when twenty-fives looked bigger to me than hundreds do now.

Another case of quantity sales has to do with one of the greatest joys of bookselling. It happened in our early days that my then partner and I were particularly enthusiastic about a certain book, which under the circumstances shall be nameless, and we sold it like the proverbial hot cakes, quite unconscious at the time that it was our genuine enthusiasm alone that was doing the trick. Happening to know the publisher rather well and later on getting to know the author, I mentioned that it outsold any other book in our shop for six weeks, only to find that it had not done at all well the country over, being a book of rather subtle appeal. Customers still speak of it occasionally—"You once recommended to me a book which I enjoyed so much, though no one else ever heard of it. Have you anything this year as good as that?" Which gives us a pointer toward another source of success, the spying out of the worth-while book that is little known. If your public is at all of the sophisticate class, they welcome the book that is not common talk, always provided it is a book sufficiently good in itself.

In the "short story," that is—the seasonal bookshop—the time element becomes especially important. If the shop be a summer one, you are missing the big Christmas season, and your brief weeks of selling give you no time to retrieve mistakes. You can partially meet these two handicaps, first by studying and catering to all probable gift giving times and seasons. In summer there are no public holidays particularly associated with gifts. But there are many journeys, sailings for Europe or briefer jaunts at home and what more appreciated gift for these occasions than a book.

There are week-end or longer visits—a double opportunity for the bookseller. The perfect hostess places a few books on the bedside table; the perfect guest likes to leave the latest novel or biography as a parting gift. There are birthdays, anniversaries, much bridge playing, contests of one sort or another calling for prizes of moderate cost. Children have summer reading lists from their schools, and you can do much to soften the rigors of "required reading" (as well as to add to your receipts), by displaying attractive editions of the classics. The seasonal bookseller will do well to till all these small plots industriously by advertising of every sort or by personal approach.

In the short season shop the time element must always be kept to the fore. The display of dummies and posters, with the taking of advance orders, has a large appeal. A customer likes to know that he can have his favorite novelist's new book on the exact day of publication. And human nature being what it is—even the most hardened adult often gets a childish thrill out of the knowledge that "his book" may be in our stock room a full week before he can have it—a case where honesty and fairness to the publisher in observing publication date is also the best policy!

Before we leave the time element, let me add that pre-season advertising should receive the most careful attention. Each year you should remind your customers of previous years, as well as newcomers, that they can depend upon you for their season's supply—and save themselves the transportation. For this purpose I have used with excellent effect, cards and special catalogs prepared by individual publishers and by that guardian angel of booksellers known as the N. A. B. P.

This season I used "Lands Away" in March, a personal letter of spring greeting and reminder in April, and some special announcements in May, all of these sent to my now well-established list of regular customers at their winter addresses. As usual I shall greet newcomers and old friends on arrival in Nantucket with a card of welcome.

But however studious you are, however cautious and wise, you must expect to get hold of the wrong end of the stick now and then, and the seasonal shop must be

An old cupboard shelves some of the books in summer stock at the Book Shop, West Tisbury, Mass.

especially careful of overstocking in general, and in special cases. With a season ending at a more or less fixed time, yet partly dependent on the elements, it takes the wisdom of the prophet combined with luck of a Lief or a Lindbergh to come out with all or most of the ephemeral stuff gone and not too much of even the worthiest literature to put into cold storage or transport elsewhere. In our island of Nantucket, the season pretty much ends "after Labor Day," yet a run of good weather will sometimes hold a considerable number of visitors for days or weeks, just at the time when, sailing, swimming and tennis thrown into the discard, people have time and inclination for books. It is heartbreaking when some particularly popular novel bursts upon a waiting public about August twenty-seventh or September fourth. Shall we need ten or two hundred to satisfy the demand? At this period many people are coming and going and the necessary wait of four days for stock loses us many a sale. Still the principle remains good—better to lose three sales than to have seven books left over—and there is always the chance that the customer will buy something else.

Our only bad break in six years had to do with the latest book of a very popular novelist, which came out about mid-August. On account of its lateness we ordered only ten, followed by cautious fives, until the sales coming thicker and faster, I telegraphed for fifteen. Well, we had thirteen of that number in the stock room when we closed our doors, and it was three years before its colorful jacket was absent from our bargain bin! It was a case of the saturation point. Suddenly it seemed as if everyone in the world already had or had read a copy of that sprightly volume. It even sat at rest day in and day out in the lending library. Everyone praised it—but passed on!

And now the question, why a seasonal shop anyway? Can it justify its existence?

At the risk of stating the obvious I feel constrained to say, let no one undertake the seasonal shop unless he or she has some other definite occupation for the rest of the time or as definitely wants to work for only a part of each year. To expect the three or four months' season of either summer or winter resort to give adequate returns toward the year's living is not reasonable. The eight months of the college year is a better plan, even though none too good. If the perfect combination of college town and summer resort could be found, it might not be so bad. But the problem would not be entirely solved even then, for it would mean two yearly rentals,

two sets of equipment or a transportation bill that would eat deep into profits. Mail order business, especially in the rare book field, seems the best combination with the seasonal shop and it is possible by judicious use of the mark down to reduce ephemeral stock almost to the vanishing point.

As to the "Shoestring"

Fortunes have been made on this picturesquely named bit of capital, but not in the bookshop—certainly not in that of the seasonal variety. There seems to be an idea abroad that one can buy fifty books, sell them quickly and with the resulting cash buy a hundred more, and so on *ad infinitum*. The optimist who visualizes this pleasing process has forgotten rent, the cost of scrubbing the floor, necessary cash outlay for postage stamps, paper, string, telephone and whatnot. Morover, the parable of the horseshoe nails turns upon doubling your money with each transaction and a glance at book discounts should make you abandon even this soundest of get-rich-quick dreams.

There are numerous other questions that must be faced in starting a bookshop on which we have not touched because they have to do equally with year-round shops as well as part time ones—the questions of side lines, the lending library, the simplification of bookkeeping, the essential working tools, the eternal vigilance as to expenses, and many others. And I deeply regret that I have space for no word about the joyous side of bookselling, but that is a story by itself.

While the points that have been discussed are not exclusively the concern of the seasonal shop, they seem to me to be fundamental, and very specially important to it. The seasonal bookseller should have a *fuller* knowledge of his clientele, actual and potential; a *wider* knowledge of books he cannot stock; a *more thorough* preparation of study; a *larger* proportional capital; a *keener* judgment, and a *deeper* intuition—all because of the classic resort justification "the season is so short."

If you like speed with all its pleasures and all its risks and drawbacks, by all means undertake seasonal bookselling, but adopt as your slogan the up-to-the-minute traffic's cop's greeting,

"Step on it, Buddy."

The Little Book House at Nantucket

Dorothea Lawrance Mann

The Summer Shop Owned and Managed By Katharine Lord, Who Has Contributed the First Article in This Issue

THE success of the Little Book House at Nantucket is a triumph of personality and of fitting the shop to the needs it supplies. The oftener you visit the Little Book House and the more seriously you consider it, the more you realize its character. It is a Nantucket bookshop, planned and operated for Nantucket people, both natives and summer visitors. Katharine Lord has shown cleverness and discrimination in all her arrangements. She has recognized the wisdom of making it a local institution. From the moment of seeing the sea chest which stands just inside the doorway, you recognize this local color.

This has been Miss Lord's first adventure in bookselling, and the bookshop grew out of her own desire for a place where she could buy books during her first summer on the island. Of course, many another small bookshop has been started because the bookseller felt that here was a place which needed a bookshop. The difference lies in the intelligence with which Miss Lord has studied the exact needs of Nantucket and set herself to supply those needs.

A drawing of Sandy, Miss Lord's dog, who would deliver a book to a neighbor, unscathed, and only to the person named by his mistress

The Little Book House is run during just two months of the year—the period when Nantucket is filled with summer visitors. There were something like twenty-seven hundred cars on the island last summer! The business streets are lined with glittering shops, most of them offshoots of big Boston or New York houses planned for those summer visitors. Miss Lord's bookshop has a location cunningly selected. It is just off Center Street where most of these shops may be found, only a step away, but on quiet little Quince Street where the booklover finds the hint of seclusion he desires when he browses among books. Incidentally, the bookshop is housed in one of the odd little old houses which visitors still enjoy calling "quaint." Its doorway has a lattice overhung with roses, and a knocker. Directly inside are maps of the island, a sailor's chest, and books, books everywhere. And because this is a summer bookshop the books are arranged so that they look most gay and inviting. To walk up Quince Street and not step into the Little Book House is almost unthinkable.

Besides, and here again Miss Lord has shown wisdom, you need not really be a reader to feel at home in the Book House. You can buy attractive postals of its doorway or cigarettes with a picture of the Book House on the cover. There are a few antiques for sale there—treasures Miss Lord picks up from time to time. Moreover, if you have been planning a book as a gift for a friend, there is every reason to buy it here and send it from Nantucket, for Miss Lord has delightful little green cards planned to accompany gifts. They, too, have a picture of the hospitable rose-wreathed doorway, and that well-known little verse from Emily Dickinson:

"There is no frigate like a book,
To take us lands away,
Nor any courser like a page
Of prancing poetry."

Framed on the wall is a copy of Daniel Henderson's "Nantucket Moors":

"Ask me not to dwell with lowlander or highlander:
Gird me with seas—I would be an islander!

"I would build a cot with an open door
On the misty purple of this fragrant moor.

Where the wild rose wanders; where tranquil sheep
Companion the unresting deep;

"Where ocean's fantom hosts drift down
On lonely hut and twinkling town

Until the moorland and the sea
Are one in fog's white mystery.

"Ask me not to dwell with lowlander or highlander;
Gird me with seas— I would be an islander."

And dwell in a house with an open door
On the wild, lone beauty of this ocean moor!

Visitors asked so frequently to copy this poem that Miss Lord has had little copies made on blue paper, which may be purchased, and I doubt that many people leave the bookshop without one.

Last summer Miss Lord framed for her customers another Nantucket poem which I should like to see become just as popular—the spirited poem "The Nantucketer" by Mary Eliza Starbuck, one of the daughters of Nantucket's fine old days and its whaling aristocracy, who, last fall, published her reminiscences of those old days in "My House and I."

Here then is Nantucket atmosphere in a Nantucket bookshop, a bookshop planned for varied needs. Its shelves of books for boys and girls are low enough so that boys and girls can really see the books. It has its circulating library. It has rare books and beautiful books and an up-to-the-minute selection of the season's newest offerings.

Running a bookshop two months of the year represents unusual problems. Nearly always a summer bookshop suggests one of two things. We expect it to be a branch of a large bookstore or we expect that its owner picks it up in the fall and

carries it on to a winter resort. Neither is true of the Little Book House. It is a bookshop just two months of each year. This is one reason why its owner can fit it so completely to the needs of Nantucket. Another reason for the brevity of its season lies in the fact that Miss Lord is herself a writer and has no intention of abandoning one professon entirely for another. A third reason is an outcome. Miss Lord has become especially interested in the business of rare books and wants to spend at least a part of her year in the pursuit of them.

The two months' season, however, means that the store must be stocked always with this idea in view. The life of most present-day books is so brief that there are only a very few which it is safe to consider carrying over from one year to the next. Certain books with a Nantucket flavor, such as "Father's Gone A-Whaling" are pretty certain of a sale for a few years at least on the island itself—another fact for which the summer visitors are no doubt largely responsible.

As Miss Lord explained to me how she must buy even popular books in small quantities and then reorder as needed, I asked her if she had not ever made a mistake in judgment and been "stuck" with a supposedly popular book as most booksellers are.

"Just once," she admitted, "about two or three years ago, a novel was doing well, and I had already reordered once and exhausted my second supply. Though it was close to the end of the season, I ordered twenty copies and was left with several of them.

Miss Lord's big asset is her ability to gauge the desires of her public, and this ability is due in part at least to the intimate way in which she knows her customers.

"When I am buying in New York," she told me, "they often laugh to hear the way in which, when I order say six copies of some fairly expensive book, I say, 'one copy for Mrs.—, one for—, another for—.' They say I know beforehand just who is going to buy each copy of the book. And I often do know. When I am ordering a new novel, I have a list ready of the people who will want copies just as soon as it is published. In that way I can estimate fairly well just how many copies I am sure of selling."

Though Miss Lord herself is to be found in her office where every chair has its load of books or busy on her porch, it is impossible to escape the knowledge that she is close to her telephone and so in constant touch with her customers. This, to be sure, is the advantage of the small bookshop and the local bookshop. She is able to give the personal recommendation which means so much in the sale of a book. There is also a very direct connection between her buying and selling.

Another point which Miss Lord did not mention but which is observable is that for all the gay, delightful character of the place, the Little Book House is emphatically a place of business. Books are here to be sold. One may browse, but browsing is not made too easy and comfortable.

The Little Book House is in every sense a proof of the very real attraction exercised by bookstores. Miss Lord reported that when she first came to Nantucket there was no place to buy books. At the present time one or two gift shops keep a shelf of books, but Miss Lord's is the only bookstore. Pushing the inquiry further back Miss Starbuck, whose memory covers some fifty years of the island's history, can recall no bookstore, except a shop kept many years ago by a Quaker whose wares were dictated by the strict requirements of his faith. This makes it all the more interesting that today a bookshop should have been established and be flourishing in this community, where bookstores have been almost unknown quantities. This is especially true, because at no time would it have been so easy as at the present moment for Nantucketers to supply their book needs from the Boston bookstores, since there is now good and regular air service between Boston and Nantucket, and the Boston newspapers are brought to Nantucket by air.

Moreover, by a curious concidence, of the repetition of names, Nantucket's successful bookshop is the property of Miss Katharine Lord, and as it happens the very first book advertisement to be run in a Nantucket newspaper was the advertisement of the Boston firm of Richardson and Lord, which appeared in 1823.

Facing the Price-Cut in Recent Fiction

Frank Stevens

THE book business is somewhat in the same situation as a theater audience. Two publishers have shouted "Fire," two others have rushed out with them into the price cuts. The other 90 publishers instead of rushing waited until they smelled the smoke. At the present time they claim there will be no smoke, to say nothing of a real fire.

There has been no widespread cut of recent fiction prices. From all present indictations there is no more expectancy of there being one in the near future than there was the first of May. The newspapers have played up the dollar book. There has already been mention of it by editorial writers in a number of mediums. Farrar and Rinehart have put three of their spring titles in dollar editions and announce a list of dollar fiction once a fortnight for the rest of the year.

Let us look over the Doubleday, Doran list. There are a number of well-known authors on the list. For their June 20 releases there were books by Kathleen Norris, Grace Richmond, and Margaret Pedler, also a good battery of Crime Club books. (I placed an order for these books). The list for June 20 was an admirable list for reprint purposes. The experiment on these is going to be whether or not the sale of these authors at $1 will surpass in returns the combined sale of $2 and 75c., as formerly published.

Both of these houses are to be commended for their courage and willingness to bear the brunt of the cost of experimentation. The other publishers should, I believe, be glad to witness the experiment. If it succeeds in a big way it might be that we shall have the authors whose work generally runs serially in the magazines with circulations of over 1,000,000 copies publish their books at $1 and the rest at $2 and $2.50.

With mystery books no one seems alarmed. It is entirely possible that $1 will be the established price at which to sell mystery stories. No one will be hurt during the experiment to see whether or not they will sell better at $1 right off the bat than if the publisher waited till later to try them at a low price. As Doubleday through its subsidiaries has by far the largest list of "Crime Books" the result of the experiment will be learned quickly.

Simon and Schuster are going to publish novels in paper at $1. This will be an interesting experiment and we are sure that Messrs. Ess will let us know how it comes out. Everyone knows that the Messrs. Ess have made their great successes with non-fiction titles. Of the titles listed for fall publication not one is by an author of established large sales.

Coward-McCann's experiment is still different. They have a plan of guaranteed sale on books by new authors with a retail price of $1.50. They recognize that new authors are very willing to take a low royalty in order to find their public. The result of their trial all also be of real interest to the whole booktrade.

I believe firmly that the retailer has the best chance to make money by playing the price cut. In buying titles from the publishers, common sense should prevail. Remember that a customer will not buy a book *just* because it is new and at a dollar. If she wants a book and it is priced a dollar the sales resistance will be much less than if it were priced at $2.

Move *all* dollar books up front. Show the world that you have a large selection for a dollar. Sell them Cellini's Autobiography as well as "The Door." Sell them a novel at $1 by Louis Bromfield as well as by Margaret Pedler. The public is not yet conscious of the large stock of books at $1. This is a chance to show it to them. I'll bet a big red apple with

anyone, that in my department at least, we shall sell as many copies of "The Story of Philosophy" from now until January 1st, as we shall of any new title brought out at a $1 (and we have already sold within ten copies as many "Philosophy" at $1 as we did of the "Specialist" all last year.)

Buy the new books then as liberally as they warrant as merchandise, stock them and sell them with the reprint books. This will move all of your dollar books. If you try to make special tables of the new books —unless you have a very large store—the chances are some of the public will be disappointed—the newspaper reports were very misleading.

Every publisher has the right to run his business the way he wants to. In the retail trade we often think we should tell him how to run his business. We have a right to ask for fair discounts and trade conditions—and believe me in comparison with other lines we certainly get a great deal. When houses like Harper, Scribner, Macmillan, Appleton, Putnam, Dodd, Mead, Little Brown, and Houghton Mifflin say that they won't cut — they won't cut, and *they have the bank roll to back their judgment.* There is no reason why the retailer should not continue to stress the selling titles of these and all other publishers no matter at what price they bring the books out.

If the retailers will play their hands with reasonable discretion there is no reason under the sun why they should lose anything on the cut. As stated before I think that the whole booktrade is indebted to Farrar and Rinehart, Doubleday, Doran, Simon and Schuster, and Coward McCann for their several experiments to aid the sale of books. The retail booktrade should cooperate in their experiments to the fullest extent that sound business judgment permits. With the other houses issuing books at the old prices there is no reason why purchases should be made on any basis other than those that have prevailed in the past.

"Just Looking Around"

Rose Jeanne Slifer

of Brentano's

"I'M just looking around, thank you."

"Only browsing."

"Wandering about, thanks."

These hackneyed phrases are heard so frequently in bookshops that they merit thoughtful consideration on the part of salespeople.

The "browser," beneath his appearance of diffidence, is interested in at least some one type of book, or he would not be looking around in a bookstore. The discovery of the interest or desire of the customer is essential to successful book-selling, for the person who wanders about and does not state his interest often fails to find certain books which he would want to buy.

One of my recent experiences of this was with a woman who refused my offer of assistance by saying she wanted to look around. After a bit of general wandering, she paused to examine the Latin and Greek textbooks. She remained at that shelf for some time, and was on the point of leaving, when I asked her if she had found anything of interest.

"No," she said, "I thought I'd get Terence's "Lady of Andros," but you don't seem to have it. I must be going now.".

With a "Just a moment," I hastened to the section devoted to the Loeb Classical Library, and returned with the volume for which she had been looking.

From daily contacts with people who are apt to have a leaning for anything from the "Gesta Romanorum" to the latest novel, I find that customers may be conveniently placed in two categories. First: The type lacking the positive intention of buying books of any sort. Second: The type that has a fairly definite intention of making a purchase.

To the first type belong the real sightseers. Tourists, or out of town people who "do" the New York bookshop just as they

"do" the Metropolitan Museum, or the Woolworth Building and other landmarks. Also individuals who wish to entertain themselves during a period of leisure. They come to "just look around."

While this group is the more trying to handle, the problem it presents is by no means hopeless. It is trying in that most of them make their invasion en masse from eleven-thirty till about three—the hours when the staff is approximately half its normal size. They crowd the aisles, misfile the books and impair the usual efficiency of the establishment.

One individual whom I unhesitatingly place in this category recently spent no less than three hours and a half "just looking" at one book. Another outstanding member comes in at frequent intervals. At each visit when I greet her she says, "I'm just browsing, thank you." After a quarter of an hour or so she comes up with from four to ten volumes which she purchases. Some wander here and there with a pencil and a notebook jotting down titles which they later order by mail.

The person who "just looks" is as a rule only too glad to converse with those in daily association with books. In fact, there is a danger of his taking up too much time and attention. This chat may, however, be made the means of discovering the interests or ambitions of the visitor. The next step, quite obviously, is to discuss and display the material at hand on the point in question. There is a French proverb to the effect that "That which arouses interest is half sold." When the prospective customer is not of such an affable nature, a bit of observation and logical deduction will often disclose desirable clues to his literary taste. This is merely a matter of noticing the sort of books he ignores, and the kinds he picks up. The salesperson, for example, being fairly convinced that the customer is interested in political characters, may command his attention by asking if he has seen the newest Clémenceau book. The chances are, that whether his answer be "Yes" or "No," he will break his silence and become more communicative. Occasionally one finds that for some inexplicable reason, the person who has been perusing —say political books—is not interested in these, but really wants biographies. All of which accentuates the importance of "bringing out the browser."

Under the second classification come those with a fairly definite intention of making a purchase. A certain portion of the individuals of this group have only a vague conception of what they want to buy. And the more they look around the more undecided they become. After several moments of indecision they are well disposed toward the assistance which they declined before their tour of observation! It is interesting to note that this type has a marked susceptibility to best sellers. This brings to my mind a man who spent some time at the current fiction display a few days before Xmas. He bought fifteen copies of "All Quiet on the Western Front."

In this same group is a contrasting set of people to whom literature is either a profession or a serious avocation. The person of this type usually makes a general survey of the entire shop, and then focuses his attention upon the section devoted to the subject, or to the literary form with which he is concerned. More often than not, this sort of individual makes it evident that he wants to make his selection undisturbed.

He knows his field sufficiently to have definite preferences. His likes and dislikes should be carefully observed by the salesperson, for two reasons; first, to avoid annoying him by showing him books of which he disapproves; secondly to bring to his attention announcements of forthcoming books pertaining to his field of interest. The customer who receives tactful treatment and specialized attention will almost inevitably develop a respect for the judgment of the bookseller and will keep in touch with him for additional material.

Selling should be more than taking money over the counter for a book. The combination of knowing one's books and one's customers can make of book-selling a live experience. He is a wise salesman who realizes that the customer who is "looking about," present much more interesting possibilities than the "one definite book" customer. One should not become too easily discouraged by what may seem the annoying looker, because given a friendly interest, he may prove to be a fairly consistent purchaser.

English Booktrade News

(From Our London Correspondent)

War Books

THE London "Star" has been interviewing publishers in regard to a report that the demand for war novels was lessening. There is no doubt that it is, but they are not, by any means, finished. Putnam's, publishers of "All Quiet on the Western Front," say that taking a line through this famous book of which the world's sales are four million copies, and of the cheap edition which they have recently published and sold 60,000, the demand for good War books is keeping up.

Methuen, publishers of "Retreat," stated that "although that particular book is still selling well, there are signs that the heavy demand is coming to an end."

Hutchinson report that "the public demand for real war books is as great as ever. Our experience shows that the demand for the really sensational book is not so big as it was, but there is a demand for accurate data about the war. Generally speaking, I think the peak has been passed, but sales will not fall off completely for a time."

Martin Secker, Ltd., who published "Sergeant Grischa" said that the 3/6d edition of this "is still selling well."

Jonathan Cape, Ltd., who published "Goodbye to all That" and "A Brass Hat on-No-Man's Land" which is just published and making something of a sensation, said "that the fact that there is a reaction in the press against any particular book, does not mean that it does not sell. Neither does the circulation of the book fall immediately after the first great public interest appears to have dropped." "Generally speaking" said the manager of the firm, "I think there is still a big demand which will continue for sometime."

Methuen & Co.

The following appears in today's "Daily Mail."

"When the present company took over the old established publishing business of Methuen and Company, I mentioned several points which favorably impressed me.

"In the first place, the company set out a ten years record of its own earnings. Many new companies give only three years' profits.

"Next, I noticed that a reserve was to be built up for the protection of the Preference dividends. Further, this reserve was to be invested outside the business.

"For 1928 Methuen and Company made a net profit of £29,934 and the special reserve received £1,501. The accounts for 1929 show an increase in profits to £31,804 and £2,478 goes to special reserve.

"E. V. Lucas is the chairman of the company, and the Preference shares, at around par, return the full 7 per cent on the money invested."

With it was reproduced a portrait of Mr. E. V. Lucas. It is a rare thing, indeed, to see Mr. Lucas' picture in the financial column of a great daily paper.

The Next Best Seller

Mr. C. W. Chamberlain, Managing Director of Methuen's, in an interview as to "What Will Follow the Boom in War Books" said:

"I see no sign whatever of any special interest in one class of books, such as we have had with war books. One thing that is certain is, that there will be no falling-off of interest in books. Undoubtedly there has never been such a wide interest in reading.

"What we should like to see is a revival of the romance, the Anthony Hope kind of thing. Yes, I agree it is popular on the films, but films have no effect on the books people buy, at any rate today. I can say, however, that there will be a strong demand for crime books. There always has been and always will be."

War Novels and the Bookseller

That there is a reaction against the war book is indicated in a letter that a book-

seller sends to *"The Publishers' Circular."* In the course of it the writer says.

"It is idle for publishers and reviewers to say that these books serve a good purpose, in that they create in the minds of the young people of today, a feeling of horror against war. Most booksellers will say, if they speak the truth, that the great majority of copies are bought because of the detailed description most of them contain of sex episodes. Publishers seem to vie with each other in raking through all the 'muck' of the Continent to find something that shall be even a little more 'stark' or 'realistic' than those which have already appeared. If there is no standard to be observed, why do not all chemists' windows resemble those less reputable ones, and why do we not make open displays of Boccaccio, Rabelais and Maria Monk? They would do indefinitely less harm than the 'tripe' we are selling today. If we won't sell them, authors will soon stop writing them." The chemist shop is the equivalent of the drug store."

One Hundred Years

A notable celebration happens this month (June) in the history of London publishing. That very famous House, Messrs. Chapman and Hall, who were the original publishers of Charles Dickens' works, commemorates its hundreth birthday. Until recently, Mr. Arthur Waugh was Chairman of the Company, but he retired, as we have before reported. At present, Mr. Waugh is, we understand, writing the history of Messrs. Chapman and Hall.

Printing Exhibition

Sir William Waterlow, Lord Mayor of London, opened an exhibition at the Imperial Institute in South Kensington, of Printed Books. Altogether, there are over 150 books exhibited, even including some modern novels and fine catalogues. There is on show a copy of Pennell's "Glory of New York," printed by Mr. Rudge, as well as a copy of the famous "Testament of Beauty" by the late Robert Bridges.

In and Out of the Corner Office

BURTON STEVENSON returns this summer to America, having for five years occupied the post of Director of the American Library in Paris. Mr. Stevenson, as is well known, was formerly librarian of Chillicothe, the author of many books, and editor of the most widely used of anthologies, "The Home Book of Verse." Mr. Stevenson is at work again on a revision and enlargement of "The Home Book of Modern Verse," and has decided that he must live now on this side of the water to complete this and other literary undertakings. ❧ ❧ ❧

Merle Colby, who has been for the past six years in charge of the rare books at the bookshop of N. J. Bartlett & Co., has just sailed from New York to spend a year on the Continent. While in Europe he will complete his novel of Ohio pioneer life, to be called "All Ye People." The book is largely to be based on the experiences of a direct ancestor of Mr. Colby, who in 1810 made a tour into what was then a sparsely settled country north of the Ohio River. He published a journal of his tour, which is now extremely rare. ❧ ❧ ❧

The Walden Book Shop opened a modern gallery, recently, in connection with its store in the Palmolive Building, in Chicago. The gallery will be given to exhibits of modern paintings, original and facsimile, and work in general from the modern graphic arts. The initial exhibition includes George Bellow's lithographs, Jean Paul Slusser's water colors, Phil Nesbitt's water colors and Ralph Pearsons Atelier's American rugs. ❧ ❧ ❧

Announcement comes from Julian G. Treilhard and Edgar N. Kierulff of the opening of their Evening Book Shop, in room 1106 of the Shreve Building, at Post Street and Grant Avenue, San Francisco. The announcement carries an invitation to drop in any evening between seven and ten to smoke a cigarette and inspect the stock or rare books, firsts, collectors' items and a general stock of second hand books. ❧ ❧ ❧

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

The Copyright Bill

A DELEGATION of publishers representing the National Association of Book Publishers went to Washington on June 27th to add their efforts to those of the Authors' League representatives and others towards putting through the House, this late in the session, the Vestal Copyright Bill, so long desired. The delegates included J. W. Lippincott; Cass Canfield, Vice-President of Harper and Brothers; Russell Doubleday; Marion Humble; Frederic Melcher and Lawrence Saunders, Treasurer of D. Appleton and Co.

Part of their work was to overcome the antagonism to the bill caused by the attack on the floor last Saturday directed against the publishers of music and their collection of revenue from public performance in small shops. The subject has become one of home interest to many representatives, and Representative Busbey of Mississippi led the attack on the Vestal Bill when it came to the floor for the first time in this session by repeated amendments and debates, by which amendments Mr. Busbey and others used up the whole Saturday afternoon which had been allotted to the bill. It seemed certain that the majority of the House was in favor of the bill but so much time was taken up that only nine sections had been considered by the time it adjourned on Saturday.

On Tuesday it was difficult to get time on the floor because of the crowded program but every effort was made toward this point as the opposition had fired most of their ammunition. House sentiment gave encouragement and only the difficulty of obtaining a place on the calendar held the bill from passage.

On Thursday as we go to press, either the bill has come up again and obtained another hearing and passed, or it has still failed to get time for further discussion. However, it seems likely it will have to wait until the fall.

The O'Connell Passport Bill Passed

TO Americans abroad, the name of David O'Connell will now be blessed, for on July 1st, President Hoover signed the O'Connell Passport Bill, which with one stroke cuts the cost of passports for Americans going abroad from $10 to $6, while at the same time it increases the term of each passport from 2 to 6 years. The bill goes into effect immediately. It not only reduces the cost of travel to those going abroad but more important still, this change of term will prove of value to the business man who often goes abroad.

Mr. O'Connell has represented Brooklyn in Congress for ten years and is one of the most active men of the new delegation. During the recent efforts for a better copyright bill, Mr. O'Connell proved a valuable and active agent with the minority leaders and was successful in bringing many votes to the cause. Many of his friends will remember that this year marks fifty years of his association with the firm of Funk and Wagnalls, and he is known in the booktrade wherever the standard dictionary is sold. His appearance does not give testimony to this long term of service. He is one of the most active members of the travelers' organization as well as one of the best loved figures in the publishing business.

Churches Teach in Summer

AMONG the developments in the booktrade that point to better state of year round selling is the rapid increase in the number of Religious summer schools. If this movement continues to increase it ought to mean that all bookstores which have religious book departments may expect to have an active summer in selling books to the teachers and students.

The International Association of Daily Vacation Bible Schools reports that they had a record of 8857 vacation church schools in 1929 as against 7467 in 1928 and these numbers reported by this one association are probably far below the number that were actually organized. For the current year, it is estimated that the total will exceed 10,000. A characteristic of these schools is that many of them run on an inter-denominational basis. Several churches in a community join together to arrange the curriculum and supply the faculty. This subject was brought up at the American Booksellers' Association Convention by Miss Burt of Scrantom's in her admirable discussion on the increasing importance of religious departments.

The Book List issued by the International Association of Daily Vacation Bible Schools from Room 805, Pershing Square Building, New York City, shows titles taken from the catalogs of twenty-four publishers including books on Curriculum for all departments, books on Organization and Administration, Teaching Methods, Worship and Music, Play and Recreation, craft manuals, special material for study of World Friendship, for the various ages. This Association has a Chicago office at 5 South Wabash Avenue.

The Increase of "Digest" Magazines

ONE of the interesting developments in the magazine publishing field in the last two years has been the success of the pocket size or digest magazine. One of these like the *Reader's Digest,* the first in the field, is said to have a circulation from 150,000 to 350,000 copies. Its success has brought into the field *Current Reading, Fleet's Review, Current Affairs, Magazine Review, and Bookwise.* These magazines carry little or no advertising and apparently people will pay twenty-five cents to have their reading condensed and to have less of it. The publishers, at least in the beginning, have paid nothing at all for the material included. The situation is the more unusual because it is currently reported that other magazines selling for twenty-nve cents and over have suffered in the last few months a decrease in sale, and a magazine like *Cosmopolitan* has reduced its price to twenty-five cents. It was the theory presented to the editors of the magazines quoted from, in asking for the free use of the material, (of late they have begun to pay in some cases) that the readers would sample the large articles and then buy the full magazines. Few, however, who have observed the situation, believe that any sales have thus been created. Pocket magazines are directly competitive with their sources of supply and should pay royalties to authors. Investigation by the Authors' League has shown that the magazines most popular for reprinting are *Vanity Fair, Outlook, Nation's Business, Plain Talk American Mercury,* and *Scientific American.*

Beside the question as to whether these magazines interefere with the sale of the original material, there is the question of copyright. As the articles are condensations of copyright articles and the protection must be based on the copyright of the original, the law would probably require a separate copyright notice with each article. But the date of copyright and the name of the owner of the original article has not been generally printed in the digest magazine and it may be that protection of all these articles has been lost.

Still another point which interests book publishers is the amount of time which lapses between the first printing and the reprinting. Sometimes a reprint has followed very closely on the heels of the original article and would seem to necessarily interfere with it. These magazines are not to be confused with *The Golden Book* which publishes material sometime after the original appearance and pays acceptable royalty rates.

Small Bookshop Management

Franklin M. Watts

CHAPTER V

Uses for Legal Counsel

THE use of legal counsel before any business trouble occurs will save a bookshop owner both many hours of anxiety and also many dollars. This article will suggest some of the ways in which hiring a lawyer will help. It will also suggest some of the legal difficulties that can be avoided by shop owners.

First of all it must be stated that legal counsel is not as expensive as the beginning retailer is inclined to think. We often read in newspapers about big fees, but these are levied against big businesses. The writer has used lawyers a number of times and the highest fee paid is $10. A person owning a small business naturally will go to men having small practices. A young man just out of law school will generally prove entirely satisfactory. He is looking for clients and will be glad to do work for modest fees. Any legal work for a small bookshop owner, barring litigation, will be of a simple nature.

If the business is a partnership, a lawyer should be hired to draw the agreement. There is considerable misunderstanding concerning the legal aspects of partnerships. Not everyone knows that, unless there is a written agreement to the contrary, a partner can:

1. Obtain his full share of the profits of the business even though voluntarily absent from the business.
2. Make an agreement binding the partnership and the other partner.
3. Dissolve the partnership at any time by demanding his share of the business in cash.
4. Sell his rights to a third party without the consent of the other partner.

If partners go to a lawyer's office and have him tell them what they can and can't do, serious misunderstandings can be avoided.

It should also be remembered that a partner is liable for the debts of the firm until he gives legal notice to creditors and the public that he has sold his interest. There have been many instances in which a person has sold in good faith only to find himself liable for debts contracted *after* the sale of his interests.

The dictum that "business is based on confidence" is true, but business is also based on law. Ignorance of the law is no excuse. Many times men, who are entirely honorable in business dealings, are falsely accused of sharp practice, just because the accuser is ignorant of the law.

Leases

Leasing business property is very different from leasing residential property. Business leases are more complicated and have more pitfalls. Business property is rented for investment and the owners are out to get all they can from their investment. If anyone, in the course of business, ever needs a lawyer it is to study a lease. For example, a lessee, unless the lease states to the contrary, is liable for all repairs to a business property. A shop is rented, the next day, due to rotten wood, the floor falls. Who pays? The person who holds the lease—not the landlord. If a plate glass window is broken through the carelessness of a motorist, the lessee can't collect from the landlord.

Generally the lessee pays all of the taxes. The only way he is not compelled to pay them is for him to have an agreement to the contrary. An amiable landlord is not a substitute for a favorable, legal lease. The landlord can, and often does, sell. The following incident will illustrate the advisability of having a lease carefully examined by competent legal counsel. A store building was leased, by a Texas concern, in a Kansas city. About a year later the leasing firm received a bill for the

school taxes, which in Kansas are distinct from other local taxation. They entered suit against the landlord claiming that they had a lease showing taxes to be paid by the landlord. The landlord was shrewd enough to have the lease worded so that school taxes were not included. The Texas firm had Texas lawyers examine the lease. It means an addition of at least 20% to their lease, which could have been prevented by hiring a Kansas lawyer to examine the Kansas lease.

It should be remembered that the landlord has had a lawyer draw a lease that will fully protect his interests. The shop owner must also employ legal counsel to protect his. It has not been many years since a large city bookstore entered suit against the property owner because they understood that their lease carried an option for leasing some desirable adjacent space. It was leased instead to another party so an injunction and damage suit was entered. A legal technicality prevented their either getting the space or damages. Such incidents show that even big concerns do not always get leases in their favor. With so many pitfalls what can a small shop owner expect without a lawyer?

Contracts

Occasionally, in the course of business it will be advisable to have a lawyer draw an agreement. If there is any possibility of controversy it always pays to have the contract legal. One time a bookseller was to publish something for a person who had rather exaggerated ideas of the possible compensation. Well-meaning persons had told him to expect this and demand that. Well-meaning people are sometimes trouble makers. The bookseller therefore went to his lawyer and had him write an agreement that would prevent any future controversy. It accomplished its purpose. There was only good feeling and both parties got a satisfactory deal. Without a legal agreement there was trouble a-plenty in sight.

Power of Attorney

Few understand what is meant by "The Power of Attorney." It means that someone is legally empowered to act for another in certain capacities. If an owner is away from the place of business during a period of time longer than a few days it is well to have someone empowered by law to sign certain agreements. Any special conditions can be named in the power of attorney. Let us suppose that an owner wants to take a trip to Europe. Any one of a hundred things might happen that would require his signature. A business must be protected. Some one must be empowered to act. This power can be legally assigned to a trusted person.

Wills

Every person in business, and everyone else for that matter, should have a will legally made and left where it can be readily found. Many good businesses have had to go under the hammer because an owner has not made a will directing its continuance. Why people will neglect this vital matter is a mystery. A few dollars spent with a lawyer may save thousands to one's heirs and prevent a life's work being dissipated.

Summary

The purpose of this article has been to show that legal counsel is not only advisable to the owner of the small bookshop but necessary. It is not expensive and can save many times its costs in surety and prevention of litigation. There is not a large business firm in America that does not constantly rely on legal counsel. Why not the small one as well?

Mr. Watts' sixth chapter of discussion of "Small Bookshop Management" will deal with Insurance; choice of agency, employers' and customer liability, etc.

In the Bookmarket

E. S. Mills, President of Longmans, Green and Company, presents $7,500 check to Irving Fineman whose novel "This Pure Young Man" won the prize from among 1,000 manuscripts submitted in the Longmans first-novel contest. It will be published by Longmans in September

FOR July the Book-of-the-Month Club has selected "Doctor Serocold" by Helen Ashton, *Doubleday, Doran;* the Literary Guild, "Wooden Swords" by Jacques Deval, *Viking;* The Freethought Book Club, "Burbank the Infidel" by Joseph Lewis, *Freethought Press;* the Book League of America, "St. Augustine" by Papini, *Harcourt.* The Scientific Book of the Month Club has chosen "Man and His Universe" by John Langdon-Davis, published by *Harpers,* for July.

"The Anatomy of Bibliomania" by Holbrook Jackson, well-known essayist and literary historian, will be on the American market in November, to be distributed by Walter V. McKee.

Soviet Russia has been taking things out of America. On June 26 a company of engineers departed for Russia to install for the government there a series of canning factories; machinery furnished by a large corporation having its existence in the town of Hoopeston, Illinois. The State Publishing House of Russia has just issued in one volume, V. F. Calverton's "The Bankruptcy of Marriage," *Macaulay,* and Judge Ben B. Lindsey's "The Revolt of Modern Youth," *Boni* and *Liveright.*

Early this year there appeared the first of what would seem now to be developing into a series of books about that romantic Victorian lady of the Portuguese Sonnets, Elizabeth Barret Browning. Under the imprint of *Holt* came "Miss Browing's Elopement" by C. Lenanton; a biography, "Elizabeth Barrett Browning" by L. S. Boas from *Longmans, Green. Dutton* is adding two more, "Elizabeth Barrett Browning's Letters to Her Sister," edited by Leonard Huxley, a book of which Hugh Walpole says "Elizabeth Barrett is here in all the warmth of her marvelous heart." This volume appears on July 8th, while the second, arriving six days earlier, is called "The Andromeda of Wimpole Street" and has been written by Dormer Creston.

Dorothy Canfield's first new novel in four years, "The Deepening Stream" will be published by *Harcourt, Brace* in October.

Dr. Robert E. Spiller has just completed arrangements with the *Oxford University Press* for the publication of further volumes of the critical works of James Fenimore Cooper: "Switzerland," "Italy," "The Rhine," "The American Democrat" and "Notions of the Americans."

The Lord Chamberlain, England's official censor, announced, last week, that "Green Pastures" by Marc Connelly would be banned from presentation in that country. "Green Pastures" was recently awarded the Pulitzer Prize for 1929-1930. No official reason was stated, but it is understood that the censor took exception to the introduction of God as a character and the portrayal of that rôle by a negro.

In a statement of his reaction to censor-

Three illustrations by Herman Rosse from the modern version of Chaucer's Canterbury Tales, Longmans, Green. Frank Ernest Hill has translated the tales into modern English

ing of the play, printed in the New York *World,* Connelly said, "I regret the embarrassment which will be felt by intelligent Englishmen at the news of the suppression of "The Green Pastures." It cannot be amusing to them to discover that the viewpoint of Monkeyville, Tenn., is so rife in England that it determines an official ruling."

The first selection of the bright new Dollar Book Club which is located at the offices of Paper Books, is "The Autocracy of Mr. Parham" by H. G. Wells. The book is included in the first list of dollar titles published by *Doubleday.*

A new series of reprints of travel books is to be issued by *Century* in September. The series will be known as "Vagabond Books" and will sell at $1.50. The format is to be of good quality with the volumes fully illustrated, bound in cloth and stamped in gold. Each volume will be decorated with end-paper maps and have its individual wrapper in full color. Twelve titles will be published this fall, including "Beyond Khyber Pass," by Lowell Thomas, "Colombia, Land of Miracles," by Blair Niles, "Where Strange Gods Call," by Harry Hervey, "The City of the Sacred Well," by T. A. Willard and "Spanish Sunshine," by Eleanor Elsner.

Chicago Booktrade News

Milton Fairman
of The Chicago Evening Post

THE "inside" of the beer racket, the mechanics of Chicago's feeble war against crime, gang murders and underworld funerals are set forth in a new novel, "Wild Onion," by Loren Carroll, veteran Chicago newspaper man. The book is primarily a character study of a racketeer, but has plenty of the atmosphere that has made Chicago famous. It is on Dodd, Mead & Company's fall list.

Local bookshops have been featuring the new edition of "Chicago in Seven Days," by John Drury, which came from McBride's presses just in time for the visitors to the Rotary convention and the regular summer tourist rush. Also, "Years of Grace," by Margaret Ayer Barnes, society woman and sister of Janet Fairbank, the novelist. Houghton, Mifflin are the publishers.

Making books sell these summer days is such a difficult proposition that unusual promotion stunts are being utilized. The Walden bookshops are offering five novels for the price of one. It's a grab-bag offer, but attracts customers who are gamblers. The Post Office News Company at its store at 7 West Monroe Street ran an interesting clock sale. Regular stock was reduced 10 per cent each day during the sale, and rare books were sold at a graduated 5 per cent discount. Customers making a second purchase were given a 50 per cent discount on it.

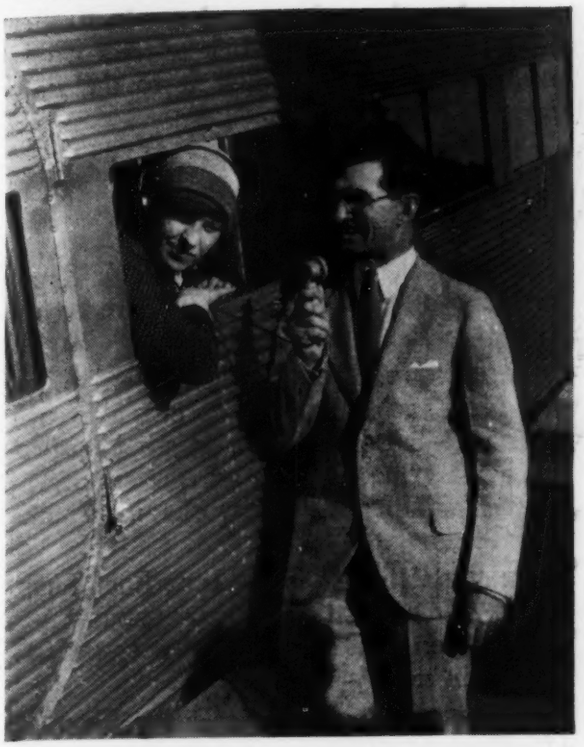
The recent Supreme court decision holding the sale of bottling apparatus, malt, and other ingredients illegal when advertised or displayed for unlawful purposes, has caused several Chicago dealers to remove liquor recipe books from their tables. The raid by prohibition agents on the largest local dealer in such supplies frightened some booksellers. The department stores, however, continue to sell the popular recipe books.

A. L. Jacobson has opened a bookstore in suite 1219 of the new La Salle-Wacker building at 221 North La Salle Street. The Fair store has added a circulating library to its book department. A good start was reported by the management, largely due to the fact that no deposit is required. Registration in the telephone directory or one reliable reference is sufficient.

A new cross word puzzle book—this one for children—has just come from the plant of Reilly & Lee. "Puzzle Tales" was written by Edna Levine, editor of *The Boys and Girls Post,* and illustrated in color by Maude Oliver. The promotion campaign was launched by a party at Marshall Field's, where Miss Levine told stories in the children's book section and Miss Oliver delighted the youngsters with silhouette cut-outs. Also, Rand McNally swelled its list of juveniles with "Circus Babies," by Elizabeth Gale (who wanted to join a circus when a kid and wrote Mr. Barnum telling him so.) John Dukes McKee is the illustrator.

Eleanor Follansbee has joined the staff of the Walden bookshops. And, the Walden's new art gallery in its Palmolive building store has been opened with an exhibition of the works of several celebrated moderns including George Bellows, Slusser and Nesbit. The first gallery in the Walden's main store on Michigan Avenue will continue with its exhibits.

Exhibits of foreign poster work never fail to attract attention in Chicago, and the Lakeside Press (R. R. Donnelley & Sons' Company) reported a record attendance at the exhibit of European lithographs put on in the press's galleries at 350 East 22nd Street. Of particular interest was a collection of Russian posters designed by skillful propagandists. Travel posters from the continent were also shown.



Rachel Field, author of "Hitty," winner of this year's Newbery Medal, arrives at Grand Central Air Terminal, Glendale, Calif. Milton J. Ferguson, State Librarian of California, officially greets Miss Field

Knopf Offers Booksellers Exchange Plan

THROUGH an advertisement in the *Publishers' Weekly* for June 28th, Alfred A. Knopf announced that from July 1, 1930 until June 30, 1931 they will maintain an experimental stock exchange plan on Borzoi books. This adds another publisher to the list of houses which have announced exchange plans within the last two weeks, Putnam and Norton having issued statements the previous week.

The plans announced by the three houses vary slightly in detail, but in general embody the same method of assisting the bookseller who is overstocked with particular titles. The Knopf statement reads, "From July 1, 1930, to June 30, 1931, inclusive, any bookseller in good credit standing may return to us for full credit any Borzoi Books published since January 1, 1930, provided he orders at the same time double their value in Borzoi Books, date of publication of which was at least one year prior to the date of the return and pays carriage charges both ways." The publisher also guarantees not to remainder any titles published within the coming year from July 1st, prior to two years after date of first publication. If after that time titles are remaindered they will be offered to the trade direct and not to outside channels. Exceptions may be necessary in this policy, but in case movie production or other circumstances demand earlier release, three free copies of the new edition will be given the bookseller for every two of the old edition he has in stock.

George W. Jones, London's Famous Printer, Honored

REPRESENTATIVES of all sections of the English printing and book production industry came together last month to do honor to George W. Jones, London's famous printer and type designer, on the occasion of his seventieth birthday. Messages were received from Stanley Baldwin, George W. Carter, Government Printer in Washington, Norman Dodge, President of the Mergenthaler Linotype Company, for which company Mr. Jones designed his famous Granjon Type, and messages, too, came from France, Germany, Holland and Italy. In the toast to Mr. Jones, W. R. Codling of the H. M. Stationery Office said, "Printing to Mr. Jones is an artistic expression of his own personality, and he found it very difficult to conceive of it merely as a very urgent method of communication." Mr. Jones' work, is so valuable that one has only to compare the standard of typography in British Government publications now with what it was ten years ago to find one permanent monument to his greatness.

A Lending Library Club

IN order to give better service to its clients, the Little Book House at Nantucket has organized its lending library service into a Season Book Club. Members pay a $1 for membership and then a $1 a month for a book renewed as often as desired. This method brings a steadier and more assured income for the summer service and enables the shop to offer a better assortment of current books.

Obituary

PALMER, EDITOR, IS DEAD

LOREN PALMER, fiction editor of *Liberty*, died in New York, on June 23rd, at the age of 49. He was born in Chateaugay, New York, and attended Wesleyan, where he was graduated in 1903 with a degree of Bachelor of Science. He began his career as a journalist with the New York *Sun* and served for fourteen years with that paper, becoming Sunday editor in 1915. In 1917 he became managing editor of *Every Week*. From this magazine he went to *Popular Science Monthly*, and, then, to *Collier's Weekly* which he edited during 1924 and 1925. He left this position to become advisory and fiction editor of *Everybody's, Delineator* and *Designer*. He assumed his last position with *Liberty* in 1928.

Record of American Book Production June, 1930*

CLASSIFICATION	New Publications		By Origin			
				English And other Authors Foreign		
	New Books	New Editions	American Authors	American Manufacture	Imported	Total
Philosophy, Ethics	17	2	16	—	3	19
Religion	44	4	37	1	10	48
Sociology, Economics	29	1	26	1	3	30
Law	6	1	7	—	—	7
Education	24	—	24	—	—	24
Philology	12	10	3	13	6	22
Science	21	4	18	—	7	25
Technical Books	23	4	20	—	7	27
Medicine	12	3	14	—	1	15
Agriculture, Gardening	5	2	6	—	1	7
Domestic Economy	1	—	1	—	—	1
Business	14	3	14	—	3	17
Fine Arts	8	3	8	—	3	11
Music	5	—	5	—	—	5
Games, Sports	7	3	10	—	—	10
General Literature	23	8	25	3	3	31
Poetry, Drama	28	4	26	2	4	32
Fiction	73	61	89	37	8	134
Juvenile	35	2	33	—	4	37
History	22	2	16	5	3	24
Geography, Travel	24	—	15	4	5	24
Biography	28	5	23	5	5	33
Miscellaneous	5	—	4	—	1	5
	466	122	480	71	77	588

* In June, 1929, 675 new books, 145 new editions, were recorded, a total of 820.

Bookseller's Address Needed

THE address of Francis Collin, former bookseller at Carmel, Cal., is wanted. Letters addressed to that city have been returned to the writers, and any bookseller who can give Mr. Collin's address would confer a favor by sending it to the *Publishers' Weekly* office.

Business Notes

ABERDEEN, WASH.—The Book Shop, formerly at 107 South "G" Street, has moved to the Elks Building.

BALTIMORE, MD.—Peabody Book Shop, 913 N. Charles St., has opened a branch at 402 North Broadway, Hugo Weisberger, with general stock, remainders, medical books and current works in French and German.

CLEVELAND.—Harvey, Inc., Book Shop, D. J. Greenwald, manager temporarily, New Union Station, opening with general books for sale.

DENVER.—Book & Stationery Shop, S. Herrington, manager, formerly at 1618 Pennsylvania Street, has moved to 915 East Colfax Avenue. The store remains under the same management but will be known as the William A. Shell Co.

ELIZABETH, N. J.—Ace Lending Libraries, Philip Feinsat, 546 Linden Avenue, opened a chain of 30 rental libraries operating in stores in Elizabeth and vicinity. Expect to increase to 100 this fall.

ELMHURST, ILL.—L. M. Plowman Studios discontinued. Business now called Plowman Bookshop and located at 10317 Chaucer Street, La Grange, Ill.

NEW YORK CITY.—Frederick Warne & Co. announce the immediate removal of their offices and show room to more commodious premises at 381 Fourth Ave. Warehouse and city trade department will remain at 26 East 22nd St. All communications should be addressed to 381 Fourth Ave., New York City.

PHILADELPHIA. — The Corner Book Shop, 6716 Old York Road, Mrs. F. S. Feuchtwanger, manager, out of business. May open elsewhere in the fall.

RICHMOND, VA. — Bellevue Library, Mrs. D. P. Browder, 3807 Seminary Avenue, opened circulating library of fiction, biography and children's books.

ST. LOUIS.—Rental Bookshop, Anna E. Kelby, 621 Laurel Ave., opened with general books for sale and circulating library.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

JUDGING from the diminutive size of this Weekly Record, publishers are holding off the majority of their July publications until the middle or end of the month. A compact and well-illustrated history of European art from the thirteenth century down to the present day is offered by Putnam's entitled "The Outline of Art." It is edited by Sir William *Orpen,* an English artist who is a member of the Royal Academy.

In answer to the demand for a dictionary smaller than their "Pocket Oxford Dictionary," Oxford University Press now brings out "The Little Oxford Dictionary of Current English" compiled by *Ostler.* It is based on the Pocket edition but new words, whose place in the language is not yet assured, have been added as well as many more words of American usage than are usually to be found in small English dictionaries. The fifth volume of the scholarly "Dictionary of American Biography," edited by *Johnson* and Malone, also makes its appearance. This work will be complete in twenty volumes, sold as a set by subscription.

An unusual book explaining the art, music and dances of the American Indian is "The Rhythm of the Redman" by *Buttree.* The introduction and illustrations of the book are by the famous author-naturalist, Ernest Thompson Seton.

Teachers and parents interested in educational methods should find "The English Tradition in Education" worthwhile. It is written by Cyril *Norwood,* the headmaster of the famous Harrow School of England, out of an educational experience of many years.

"My Best Story" is an anthology of twenty-one stories by well-known and popular English authors each of whom has chosen the story he considers the most representative of his work. Such a compilation should provide good reading. See under title, in Weekly Record.

William D. *Crockett,* the author of the ever-popular "A Satchel Guide to Europe," has now written "A Satchel Guide to Spain and Portugal." A book describing the beauties and points of interest in parts of England that are little known to the traveler is "Little Known England" by *Eberlein.* It takes the reader through the Welsh Borderland, the Cotswolds, the Chalk Hills and the Eastern counties. Oliver Madox *Hueffer,* believing that the real Englishman is also little known, made a study of the English, and in "Some of the English" describes life as he found it in a London suburb.

An attractive children's book is "Golden Feather" by *Capuana.* It is a collection of original Italian fairy tales. Young naturalists, and boys and girls in summer camps, will enjoy "The Stir of Nature" by *Carr* which tells how, when and where to watch and get acquainted with animals and birds.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 obl., nar., designate square, oblong, narrow.

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BALTIMORE, MD.—Peabody Book Shop, 913 N. Charles St., has opened a branch at 402 North Broadway, Hugo Weisberger, with general stock, remainders, medical books and current works in French and German.

CLEVELAND.—Harvey, Inc., Book Shop, D. J. Greenwald, manager temporarily, New Union Station, opening with general books for sale.

DENVER.—Book & Stationery Shop, S. Herrington, manager, formerly at 1618 Pennsylvania Street, has moved to 915 East Colfax Avenue. The store remains under the same management but will be known as the William A. Shell Co.

ELIZABETH, N. J.—Ace Lending Libraries, Philip Feinsat, 546 Linden Avenue, opened a chain of 30 rental libraries operating in stores in Elizabeth and vicinity. Expect to increase to 100 this fall.

ELMHURST, ILL.—L. M. Plowman Studios discontinued. Business now called Plowman Bookshop and located at 10317 Chaucer Street, La Grange, Ill.

NEW YORK CITY.—Frederick Warne & Co. announce the immediate removal of their offices and show room to more commodious premises at 381 Fourth Ave. Warehouse and city trade department will remain at 26 East 22nd St. All communications should be addressed to 381 Fourth Ave., New York City.

PHILADELPHIA. — The Corner Book Shop, 6716 Old York Road, Mrs. F. S. Feuchtwanger, manager, out of business. May open elsewhere in the fall.

RICHMOND, VA. — Bellevue Library, Mrs. D. P. Browder, 3807 Seminary Avenue, opened circulating library of fiction, biography and children's books.

ST. LOUIS.—Rental Bookshop, Anna E. Kelby, 621 Laurel Ave., opened with general books for sale and circulating library.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

JUDGING from the diminutive size of this Weekly Record, publishers are holding off the majority of their July publications until the middle or end of the month. A compact and well-illustrated history of European art from the thirteenth century down to the present day is offered by Putnam's entitled "The Outline of Art." It is edited by Sir William *Orpen,* an English artist who is a member of the Royal Academy.

In answer to the demand for a dictionary smaller than their "Pocket Oxford Dictionary," Oxford University Press now brings out "The Little Oxford Dictionary of Current English" compiled by *Ostler.* It is based on the Pocket edition but new words, whose place in the language is not yet assured, have been added as well as many more words of American usage than are usually to be found in small English dictionaries. The fifth volume of the scholarly "Dictionary of American Biography," edited by *Johnson* and Malone, also makes its appearance. This work will be complete in twenty volumes, sold as a set by subscription.

An unusual book explaining the art, music and dances of the American Indian is "The Rhythm of the Redman" by *Buttree.* The introduction and illustrations of the book are by the famous author-naturalist, Ernest Thompson Seton.

Teachers and parents interested in educational methods should find "The English Tradition in Education" worthwhile. It is written by Cyril *Norwood,* the headmaster of the famous Harrow School of England, out of an educational experience of many years.

"My Best Story" is an anthology of twenty-one stories by well-known and popular English authors each of whom has chosen the story he considers the most representative of his work. Such a compilation should provide good reading. See under title, in Weekly Record.

William D. *Crockett,* the author of the ever-popular "A Satchel Guide to Europe," has now written "A Satchel Guide to Spain and Portugal." A book describing the beauties and points of interest in parts of England that are little known to the traveler is "Little Known England" by *Eberlein.* It takes the reader through the Welsh Borderland, the Cotswolds, the Chalk Hills and the Eastern counties. Oliver Madox *Hueffer,* believing that the real Englishman is also little known, made a study of the English, and in "Some of the English" describes life as he found it in a London suburb.

An attractive children's book is "Golden Feather" by *Capuana.* It is a collection of original Italian fairy tales. Young naturalists, and boys and girls in summer camps, will enjoy "The Stir of Nature" by *Carr* which tells how, when and where to watch and get acquainted with animals and birds.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 obl., nar., designate square, oblong, narrow.

The Weekly Record of July 5, 1930

Adams, Charles True
Contract bridge at sight. no p. T c. '30 Chic., Bruce-Roberts, 540 N. Michigan Ave., flex. fab. $1 [corrected entry]

Adams, Peter
Racing yachts; done in cork models. 140p. il., diagrs. S [c. '30] N. Y., Dutton $1.25
A history of the yacht races for "America's Cup" from 1851 to the present, with directions for making models of each yacht out of cork. For boys and girls.

Allen, Edith Louise
American housing; as affected by social and economic conditions. 216p. (3p. bibl.) il., diagrs. D [c. '30] Peoria, Ill., Manual Arts Press $2
A study of the changes that have taken place in American housing, with the reasons for these changes, in the effort to help determine the features most desirable in houses for certain conditions or types of family life.

Anderson, Eugene N.
The first Moroccan crisis 1904-1906. 431p. (bibl. footnotes) O [c. '30] Chic., Univ. of Chic. Press $4.50
A study in diplomatic history which shows the re-alignment of the European Powers between 1898 and 1904 and their policies during the first Moroccan crisis.

Ashton, Helen, pseud. [Mrs. Helen Rosaline Jordan]
Doctor Serocold; a page from his day-book. 305p. O c. Garden City, N. Y., Doubleday, Doran $2.50
The events of twenty-four hours in the life of an old country physician.

Beckman, Theodore N.
Credits and collections in theory and practice; new 2nd ed. 590p. il. O '30 N. Y., McGraw-Hill $4

Blanchard, Harold Frederick
My automobile: its operation, care and repair; an indispensable handbook for automobile owners and drivers describing the care and operation of all types of cars; 2nd ed., rev. 387p. il., diagrs. O '30, c. '24, '30 N. Y., Scientific B'k Corp. flex. fab. $3.50

Boyle, George
Hide and seek with Bacchus, or, Racketeering with the gods. 89p. il. D [c. '30] Phil., Du Barry Press bds. $1
A burlesque on the Prohibition era.

Briel, Lois Woodward
Kiss o hollow hours [verse]. 102p. S '30 Bost., Chapple Pub. Co. $2

Buttree, Julia M.
The rhythm of the Redman; in song, dance and decoration; introd. and il. by Ernest Thompson Seton. 295p. (bibls.) il. (pt. col.), diagrs. Q c. N. Y., A. S. Barnes $5
Information and examples of Indian music, art, ceremonies and dancing, with the technique of many of their dances given in detail.

Capuana, Luigi
Golden-Feather; tr. by Dorothy Emmrich; il. by Margaret Freeman. 205p. il. (col. front.) O [c. '30] N. Y., Dutton $2.50
Italian fairy tales.

Carr, William H.
The stir of nature; a book for young American naturalists; foreword by Clyde Fisher. 208p. (bibls.) il. O c. N. Y., Oxford $2.50
The director of Trailside Museum at Bear Mountain, N. Y., tells boys and girls how, where and when to watch for birds, animals and reptiles.

Chadwick, Albert A.
Little churches of France. il. F [n. d.] N. Y. Harper $15

Chenoweth, Walter W.
Food preservation. 344p. il. O '30 N. Y., Wiley $3

Chinard, Gilbert
Houdon in America. 78p. il. Q (Hist. documents Institut Français de Washington, 4) '30 Balt., Johns Hopkins Press bds. $3.50

Conselman, Bill
Ella Cinders in Hollywood; a novel. 292p. D [c. '30] Bost., Stratford bds. $2.50
Ella Cinders, well known to newspaper readers, seeks her fortune in Hollywood and attains success in the movies only to find herself driven out by the advent of the "talkies."

Cotter, A. C.
Logic and epistemology. 239p. (bibl.) D c. Bost., Stratford $2
A textbook for Catholic colleges on the fundamental principles of scholastic philosophy.

Cox, Edward Godfrey
Naming day in the Garden of Eden. 50p. D (Univ. of Wash. chapb'ks, no. 39) c. Seattle, Wash., Univ. of Wash. B'k Store pap. 65 c.
A humorous and philosophical description of the naming of the beasts by Adam and Eve.

Cox, Joseph F.
Crop production and soil management; 2nd ed. 469p. il. D (Wiley farm ser.) '30 N. Y., Wiley $2.75

Ablett, R.
A course in physics for medical and dental students. 267p. D '30 N. Y., Oxford $2.75

Adam, N. K.
The physics and chemistry of surfaces. 342p. il. O '30 N. Y., Oxford $6

Alexander, Franz
The psychoanalysis of the total personality; the application of Freud's theory of the ego to the neuroses; tr. by Bernard Glueck and Bertram W. Lewin. 196p. O (Nervous and mental disease monograph ser., no. 52) '30 Wash., D. C., Nervous and Mental Disease Pub. Co. $3.50, bxd.

Bartlett, Robert Merrill
A boy's book of prayers. 71p. Tt [c. '30] Bost. Pilgrim Press. apply

Black, Paul W.
My bridge opponents are between the devil and the deep blue sea; plays in this book are for contract or auction. 30p. Tt [c. '30] Berkeley, Cal., Author, Hotel Claremont pap. 50c

Bollinger, Joseph Walter
Elementary wrought iron. 140p. il., diagrs. O [c. '30] Milwaukee, Bruce Pub. Co. $1.32

Coulter, Vincil C., and, Law, Lois
Manual and exercise book for first year college English. 116p. O '30 N. Y., Ronald Press. pap. $1

Creston, Dormer
Andromeda in Wimpole Street; the romance of Elizabeth Barrett Browning. 286p. (bibl.) il. (pors.) O [c. '30] N. Y., Dutton $3
The story of the love of Elizabeth Barrett and Robert Browning, the poet, for each other.

Crockett, William Day, and Crockett, Sarah Gates
A satchel guide to Spain and Portugal. 424p. (5p. bibl.) maps (pt. col.) S c. Bost., Houghton flex. fab. $4
Practical information on what to see and how to get about in Spain and Portugal.

Cross, Tom Peete, and Nitze, William Albert
Lancelot and Guenevere; a study on the origins of courtly love. 111p. (bibl. footnotes) front. O (Modern philology monographs) [c. '30] Chic., Univ. of Chic. Press bds. $3
An outline of the medieval French romance of Lancelot and Guenevere as it appeared in the version by Chrétien de Troyes, showing the evolution it underwent at his hands when compared with the earliest known origins.

Davis, James J., and Wright, John C.
You and your job. 242p. D '30 N. Y., Wiley $2

Deming, Horace G.
In the realm of carbon; the story of organic chemistry. 365p. O '30 N. Y., Wiley $3

Eberhart, Richard
A bravery of earth [verse]. '30 N. Y., Cape & Smith $2

Eberlein, Harold Donaldson
Little known England. 144p. il., maps O ['30] Phil., Lippincott $5
Rambles in the Welsh Borderland, the Cotswolds, the Chalk Hills and the Eastern counties.

Falconer, Thomas
Letters and notes on the Texan Santa Fe Expedition, 1841-1842; introd. by F. W. Hodge. 159p. (bibl.) front. (por.) O '30 N. Y., Dauber & Pine B'kshops, 66 Fifth Ave. bds. $3.50

Felton, Ralph S.
What's right with the rural church; an application of Christian principles to the new rural life. 150p. (bibls.) il. D c. Phil., Presby. B'd of Christian Educ. $1; pap., 75 c.

Filgate, John T.
Theory of radio communication. 251p. il. O [n. d.] B'klyn, N. Y., Radio Design Pub. Co., 103 B'way $2

Fletcher, Guy
Frankincense. 317p. D [c. '30] N. Y., Clode $2
A novel of George Winslow, a profligate, Fanny, his daughter, and Geoffrey, her son, who unexpectedly chooses the path his grandmother followed.

Fripp, Edgar Innes
Shakespeare studies; biographical and literary. 186p. (bibl. footnotes) il. D '30 [N. Y.] Oxford bds. $2.50
Notes on the life and works of Shakespeare.

Frymir, Alice W.
Track and field for women. 224p. (bibls.) il., diagrs. D (Athletics for women) c. N. Y., A. S. Barnes $2

Gillard, Rev. John T.
The Catholic Church and the American Negro. 340p. (bibl.) O [n. d.] Balt., St. Joseph's Society, Box 1111 $3

Godley, Edwin A., and Kaylin, Alexander
Control of retail store operations. 479p. il. O '30 N. Y., Ronald Press $6

Grant, Eugene L.
Principles of engineering economy. 401p. O '30 N. Y., Ronald Press $3.75

Hamilton, Patrick
Rope's end; a play. 90p. D ['30] N. Y., Richard R. Smith $1.50

Harry, William Cleaver
The art of floral designing; a textbook in the arrangement of flowers and floral decorations as practiced in retail floristry. 190p. il., diagrs. O c. N. Y., A. T. De La Mare $2.50
A revised and enlarged edition of the former "Manual of Floral Designing."

Herzberg, Max John, ed.
Narrative poems; ballads, The Ancient Mariner, Sohrab and Rustum. 175p. (bibl.) il. S (Golden key ser.) [c. '30] Bost., Heath 60 c.

Hesse, Alfred W.
Principles of coal property valuation. 183p. D '30 N. Y., Wiley flex. cl. $3

Hostetler, Lawrence A.
The art of social dancing; a textbook for teachers and students. 159p. diagrs. D c. N. Y., A. S. Barnes $2

Hueffer, Oliver Madox [Jane Wardle, pseud.]
Some of the English; a study towards a study. 320p. O '30 N. Y., Appleton $3
The author, in search of the English as they really are, chose to settle in a metropolitan borough, which he calls Romwell, and whose typical life and people he describes in this book.

Dearmer, P., and others
Songs of praise for boys and girls. 128p. T '30 N. Y., Oxford. 75c.; with music, $1.75

Dillon, Edwin Robert
Solving the mental problem of golf. 22p. T [c.'30] Somerville, N. J., Somerville Pub. Co., 16 Union St. apply

Egbert, Seneca
Personal hygiene for nurses. 347p. (bibl.) il., diagrs. O '30 Phil., F. A. Davis. $2.50

Gilgamesh
The epic of Gilgamish; cuneiform text; tr. by R. C. Thompson. 96p. il. F '30 N. Y., Oxford $17

Gordon-Taylor, Gordon
The dramatic in surgery. 90p. il. pt. col.) O '30 N. Y., Wm. Wood. $4

Griffith, Braham Grey, and others
The evolution of soils as affected by the old field white pine; mixed hardwood succession in central New England. 82p. il. O (Harvard forest bull. no. 15) '30 Cambridge, Mass., Harvard. pap. $1

Henderson, D. K., and, Gillespie, R. W.
A text-book of psychiatry for students and practitioners; 2nd ed. 536p. O (Oxford medical pub'ns.) '30 N. Y., Oxford. $5.50

Herbst, Dr. E., and, Apffelstaedt, Dr. M.
Malformations of the jaws and teeth. 332p. il. D (Oxford medical pub'ns.) '30 N. Y., Oxford. $8

Hill, James L.
Mary Lou's miracles. 63p. T [c. '30] Los Angeles, De Vorss & Co. pap. 35c

Hunter, George William, and Whitman, Walter George
Problems in general science. 700p. (bibls.) il. (pt. col.) maps, diagrs. (pt. col.) D [c.'30] N. Y., Amer. B'k $1.72
A textbook for high schools.

Jackman, Edward Frances
Jackman's poems. 65p. D [c.'30] Bost., Stratford bds. $1.50

Johnson, Allen, and Malone, Dumas, eds.
Dictionary of American biography; v. 5, Cushman-Eberle. 625p. O c. N. Y., Scribner buck. set sold by subscription
The fifth volume of the set of twenty which are being prepared under the auspices of the American Council of Learned Societies.

Ketterl, Eugen
The Emperor Francis Joseph I; an intimate study; ed. by Cissy Klastersky; tr. by M. Ostheide. 253p. il. O [n. d.] Bost., Stratford $5
The memoirs of the valet de chambre to Emperor Francis Joseph of Austria.

Kyte, George Cleveland
How to supervise; a guide to educational principles and progressive practices of educational supervision. 483p. (bibls.) diagrs. D (Riverside textb'ks in educ.) [c.'30] Bost., Houghton $2.40

Lahey, G. F.
Gerard Manley Hopkins. 180p. front. (por.) D '30 [N. Y.] Oxford $3
A study of the life and work of a 19th century English poet.

Lint, Dr. J. G. de
Rembrandt. 113p. il. O (Great painters and their works) '30 N. Y., Van Riemsdyck B'k Service $2.50

Marlborough, Sarah, Duchess of
Memoirs of Sarah, Duchess of Marlborough; together with her Characters of her contemporaries and her Opinions; ed. by William King. 364p. il. (pors.) D '30 N. Y., Dutton $5
A picture of the political and social life of England during the late 17th and early 18th centuries is given in these memoirs of a lady of the nobility who was attached to the Court of Queen Anne, and was prominent during the times of King James II and William of Orange.

Mary Estelle, Sister
Friends of ours. 142p. il. (col.) D (Marywood readers; 1st reader) c. N. Y., Macmillan 64 c.
Tom and Ruth stories. 125p. il. (col.) D (Marywood readers; primer) c. N. Y., Macmillan 60 c

Mazzini, Giuseppe
Mazzini's letters; tr. by Alice De Rosen Jervis. 227p. D ['30] N. Y., Dutton $3
Selected letters of the great Italian patriot of the 19th century.

Moore, S. William
The collar of brass [fiction]. 253p. D c. Ventura, Cal., New Authors' Pub. Co., 601 E. Santa Clara St. $2; pap., 75 c.

Morgan, Junius S., and others
The tradition of Virgil; three papers on the history and influence of the poet. 44p. (bibl. footnotes) il. O c. [Princeton, N. J.] Princeton bds. $2
These addresses were delivered at Princeton University and are now published as a tribute to the Bimillennial of Virgil's birth which is being celebrated this year throughout the world.

Murphy, Charles J. V.
Parachute. 283p. il. O c. N. Y., Putnam $2.50
This story of the development of the parachute describes the spectacular and necessary tests made by men working for its improvement.

My best story; an anthology of stories chosen by their own authors. 448p. D [n. d.] Ind., Bobbs-Merrill $2.50
Twenty-one well-known English authors, among whom are Arnold Bennett, G. K. Chesterton, Michael Arlen, Gilbert Frankau, Hugh Walpole and Somerset Maugham, have each chosen what they consider their best and most representative story.

Myers, Arthur Wallis
Lawn tennis, its principles and practice. 215p. il., diagrs. O (Lonsdale lib., v. 5) '30 Phil., Lippincott $5
A guide to modern methods as practiced by the leading tennis players of the world.

Jones, Amy Heminway
International Mind Alcove booklist; 2nd ed. 15p. O '30 N. Y., Carnegie Endowment for Internat'l. Peace. pap. apply

Kendrie, Frank Estes
Handbook on conducting and orchestral routine for the prospective conductor of either chorus or orchestra. 45p. (bibl.) diagrs. O [c.'30] N. Y., H. W. Gray Co., 159 E. 48th St. apply

Kennedy, E. C.
Manual of trigonometry; for colleges, universities and technical schools. 110p. diagrs. Q [c.'29, '30] [N. Y.] Macmillan pap. apply

Knapp, Jack Stuart
The heritage; a play in one act. 11p. D c.'30 N. Y., S. French pap. 30 c.

Kruetzer, A. F.
Procedure in examination of the lungs. 139p. O (Oxford medical pub'ns.) '30 N. Y., Oxford $2

Le Buffe, Francis P.
What is a Catholic attitude? 20p. D ['30] N. Y., America Press apply

Li, Fang-Kuei
Mattole; an Athabaskan language. 159p. (bibl. footnotes) O (Univ. of Chic. pub'ns. in anthropology, linguistic ser.) [c.'30] Chic., Univ. of Chic. Press pap. apply

McNair, James B.
The differential analysis of starches. 44p. (bibl. footnotes) O (Botanical ser., v. 9, no. 1; pub'n. 275) '30 Chic., Field Mus. pap. apply
A study of some characteristics of vegetable oils. 21p. diagr. O (Botanical ser., v. 9, no. 2; pub'n. 276) '30 Chic., Field Mus. pap. apply

Mary Estelle, Sister
Tom and Ruth. 44p. il. (col.) D (Marywood readers) c. N. Y., Macmillan pap. 28 c.

Moldenske, Richard
Principles of iron founding; new 2nd ed. 654p. il. O '30 N. Y., McGraw-Hill $6

Mueller-Hauff, A., and, Stein, K.
Automobile steels; tr. by H. Goldschmidt. 210p. O '30 N. Y., Wiley $3.50

Nat'l Industrial Conference B'd

The cost of living in the United States, 1914-1929. 205p. (bibl. footnotes) diagrs. O c. N. Y., Author $2.50

The report of an investigation which was made on the increased cost of living since the beginning of the World War.

Lay-off and its prevention. 95p. (bibl. footnotes) O (Studies in industrial relations) c. N. Y., Author $1.50

Causes of fluctuations in business activity are discussed and constructive policies in employment, training and coordination are described.

Nevius, Warren Nelson

The meaning of the moral life; an introductory discussion of theoretical and historical ethics. 375p. (bibls.) D [c. '30] N. Y., Noble & Noble $2.25

An introductory textbook for courses in ethics.

Nexo, Martin Andersen

Pelle the conqueror; 4 v. in 1. 1149p. O '30, c. '13 N. Y., Peter Smith $3.50

Norwood, Cyril

The English tradition of education. 348p. O ['30] N. Y., Dutton $3.50

The headmaster of the famous Harrow School in England presents the underlying principles of English education, comments on the American system, and stresses the important role of education for all countries now and in future years.

Orpen, Sir William, ed.

The outline of art. 677p. (bibl.) il. D '30 N. Y., Putnam $4.50

A history of European art from the 13th century to the present day, illustrated with reproductions of many famous works of art.

Ostler, George, comp.

The little Oxford dictionary of current English. 626p. Tt '30 [N. Y.] Oxford 75 c.

Pendlebury, J. D. S.

Aegyptiaca; a catalogue of Egyptian objects in the Aegean area; foreword by H. R. Hall. 143p. (bibl.) il., map Q '30 [N. Y., Macmillan] $5

A compilation and record of the archaeological discoveries of Egyptian objects in Greece.

Rádl, Emanuel

The history of biological theories; tr. by E. J. Hatfield. 420p. (bibl. footnotes) O '30 [N. Y.] Oxford $6

Raizizun, Yacki

Occult and drugless therapeutics. 134p. D '30, c. '24 Milwaukee, Caspar, Krueger, Dory Co. $1.50

Reiser, Oliver Leslie

Humanistic logic for the mind in action. 336p. (3p. bibl.) diagrs. O [c. '30] N. Y., Crowell $3

An attempt to integrate logic and life by relating the formal thinking process to other human problems and conduct.

Rimskiĭ-Korsakov, Nikolaĭ Andreevich

Practical manual of harmony; tr. by Joseph Achron. 150p. O [c. '30] N. Y., Carl Fischer $2.50

The first English edition of this musician's manual of harmony, translated from the twelfth Russian edition.

Rolyat, Jane

The lily of Fort Garry. 286p. D ['30] N. Y., Dutton $2.50

A novel of pioneer days, when Victorian England came to Canada and tried to preserve its traditions and culture in the wilderness.

Romig, Edna Davis

Lincoln remembers. 76p. D (Contemporary poets, no. 87) '30 Phil., Dorrance $1.50, bxd.

Rosenholtz, Joseph L.

Elements of ferrous metallurgy. 248p. il., diagrs. O '30 N. Y., Wiley $3

Samuelson, Robert C. A.

Long, long ago. 420p. il. O [n. d.] N. Y., G. E. Stechert $5

Scheifley, William H.

Essays on French literature. 420p. D [c. '30] Los Angeles, Wetzel Pub. Co. $3

Sharp, Margery

Rhododendron pie. 358p. D c. N. Y., Appleton $2.50

A delicately satirical novel of an English family whose intellectual and artistic snobbery makes them see Ann's romance with a solid bank clerk as a tragedy which must be averted.

Nat'l Organization for Public Health Nursing
Board members' manual; for board and committee members of public health nursing services. 138p. (2p. b bl.) D c. N. Y., Macmillan $1.25

Nicholls, H. P.
Avenues to happiness 38p. T [c. '30[Los Angeles, De Vorss & Co. pap. 35 c.

Pauling, Linus, and, Goudsmit, Samuel
The structure of line spectra. 263p. il. O (Internat'l ser. in physics) '30 N. Y., McGraw-Hill $3.50

Richardson, Alfred Madeley
Helps to fugue writing; based on Bach's "Das wohltemperirte klavier"; foreword by Rubin Goldmark. 90p. diagrs. O [c. '30]] N. Y., H. W. Gray Co., 159 E. 48th St. apply

Silberstein, L.
The size of the universe; attempts at a determination of the curvature radius of space-time. 221p. diagrs. D '30 N. Y., Oxford $3.50

Spurgeon, Caroline F. E.
Leading motives in the imagery of Shakespeare's tragedies. 46p. O (Shakespeare Ass'n. pamphlet no. 15) '30 N. Y., Oxford pap. 70 c.

Stephenson, J.
The Oligochaeta. 1094p. il. O '30 N. Y., Oxford $20

Stroganoff, W.
Treatment of eclampsia. 164p. O '30 N. Y., Wm. Wood $3.50

Tyson, Levering
Education tunes in; a study of radio broadcasting in adult education. 119p. O [n.d.] N. Y., Amer. Ass'n. for Adult Educ., 60 E. 42nd St. pap. apply

Weston, R. W.
Multiple dwellings: flats, duplexes, double bungalows, apartments, courts. 32p. il. O '30 Milwaukee, Caspar, Krueger, Dory Co. pap. 75 c.

Williams, C. C.
Design of masonry structures and foundations; new 2nd ed. 603p. il. O '30 N. Y., McGraw-Hill $5

Wood, Everett O.
Poems. 53p. front. (por.) D '30 Danielson, Conn., C. E. Haynes & Co., 27 Hutchins St. apply

Shumway, Harry
I go South; an unprejudiced visit to a group of cotton mills. 96p. il. O c. Bost., Houghton bds. $2
The author was chosen to make an investigation of conditions in a group of Southern cotton mills because he was in no way connected with the South or the cotton business. This is his report.

Steele, Charles E., and Muench, George W.
Applied business arithmetic. 128p. Q '30 Yonkers, N. Y., World B'k 80 c.

Suzzallo, Henry, and others
Fact and story readers; bk. 3. 261p. il. (col.) D [c. '30] N. Y., Amer. B'k 84 c.

Swanson, William Walker, and Armstrong, P. C.
Wheat. 333p. map, diagr. O c. N. Y., Macmillan $4
A study of the various phases and the importance of the wheat-growing industry of Western Canada.

Thornton, Frank Weldon
Stock brokerage and investment house accounting; with notes on auditing procedure. 196p. O c. N. Y., Harper $4
A handbook of practical information for accountants and auditors which describes the best accounting practices now in use among houses of the highest standing in Wall Street.

Timshenko, Stephen S.
Strength of materials; v. 1. 380p. il. O '30 N. Y., Van Nostrand $3.50

Wallace, Edgar
The hand of power. 319p. D c. N. Y., The Mystery League, Inc., 11 W. 42nd St. 50 c.
This is the first selection of the Mystery League which proposes to publish absolutely new mystery stories for a low price to be distributed solely by United Cigar, Whelan and Neve chain stores.

Warren, Howard Crosby, and Carmichael, Leonard
Elements of human psychology; rev. and enl. ed. 470p. (bibls.) il., diagrs. D [c. '30] Bost., Houghton $2.50

Whitelock, Dorothy, ed.
Anglo-Saxon wills. 310p. O (Cambridge studies in Eng. legal hist.) '30 N. Y., Macmillan $5

Who's who in the East; 1930 ed. 2500p. '30 Wash., D. C., Mayflower Pub. Co., 927 15th St., N.W. $10

Wickenden, Helen Slack
A Quebec bouquet [verse]. 35p. D [c. '30] Bost., Stratford bds. 75 c.

Williams, Stanley Thomas, and Adkins, Nelson F., eds.
Courses of reading in American literature with bibliographies. 168p. (bibls.) D c. N. Y., Harcourt $1.25
A guide to American literature for students in or out of college.

Williamson, Henry
The patriot's progress; being the vicissitudes of Pte. John Bullock; il. by William Kermode. 194p. O [c. '30] N. Y., Dutton $2.50
A war story relating the experiences of John Bullock, a private in the English Army. The Dutton Prize Book for July.

Wood, Clement
The tabloid murders. 286p. D [c. '30] N. Y., Macaulay $2
This mystery novel solving the gruesome murders of Eric Vant, millionaire, and his entire family in their Westchester mansion, is told by means of daily news accounts which appeared in a tabloid paper.

Wood, Howland
Commemorative coinage of the United States. 62p. il. S '30, c. '22 Milwaukee, Caspar, Krueger, Dory Co. flex. cl. $1.75

Title Index to The Weekly Record

Does not include the material listed in smaller type

Aegyptiaca. Pendlebury, J. $5 *Macmillan*
American housing. Allen, E. L. $2 *Manual Arts Press*
Andromeda in Wimpole Street. Creston, D. $3 *Dutton*
Anglo-Saxon wills. Whitelock, D. $5 *Macmillan*
Applied business arithmetic. Steele, C. E. 80 c. *World B'k.*
Art of floral designing, The. Harry, W. C. $2.50 *A. T. DeLaMare*
Art of social dancing, The. Hostetler, L. A. $2 *A. S. Barnes*
Bravery of earth, A. Eberhart, R. $2 *Cape & Smith*
Catholic Church and the American Negro, The. Gillard, J. T. $3 *St. Joseph's Society*
Collar of brass, The. Moore, S. W. $2; 75 c. *New Authors' Pub. Co.*
Commemorative coinage of the United States. Wood, H. $1.75 *Caspar, Krueger, Dory, Co.*
Contract bridge at sight. Adams, C. T. $1 *Bruce-Roberts*
Control of retail store operations. Godley, E. A. $6 *Ronald Press*
Cost of living in the United States, 1914-1929, The. $2.50 *Nat'l. Industrial Conference B'd.*
Courses of reading in American literature. Williams, S. T. $1.25 *Harcourt*
Credits and collections. Beckman, T. N. $4 *McGraw-Hill*
Crop production and soil management. Cox, J. F. $2.75 *Wiley*
Dictionary of American biography. Johnson, A. *Scribner*
Doctor Serocold. Ashton, H. $2.50 *Doubleday, Doran*
Elements of ferrous metallurgy. Rosenholtz, J. L. $3 *Wiley*
Elements of human psychology. Warren, H. C. $2.50 *Houghton*

Ella Cinders in Hollywood. Conselman, B. $2.50 Stratford
English tradition of education, The. Norwood, C. $3.50 *Dutton*
Essays on French literature. Schiefley, W. H. $3 Wetzel Pub. Co.
Fact and story readers; b'k. 3. Suzzallo, H. 84 c. *Amer. B'k.*
First Moroccan crisis, The. Anderson, E. N. $4.50 *Univ. of Chic. Press*
Food preservation. Chenoweth, W. W. $3 *Wiley*
Francis Joseph I (Emperor), The. Ketterl, E. $5 *Stratford*
Frankincense. Fletcher, G. $2 *Clode*
Friends of ours. Mary Estelle, Sister. 64 c. *Macmillan*
Golden-Feather. Capuana, L. $2.50 *Dutton*
Hand of power, The. Wallace, E. 50 c. *Mystery League Inc.*
Hide and seek with Bacchus. Boyle, G. $1 *Du Barry Press*
History of biological theories, The. Radl, E. $6 *Oxford*
Hopkins (Gerard Manley). Lahey, G. F. $3 *Oxford*
Houdon in America. Chinard, G. $3.50 *Johns Hopkins Press*
How to supervise. Kyte, G. C. $2.40 *Houghton*
Humanistic logic for the mind in action. Reiser, O. $3 *Crowell*
I go South. Shumway, H. $2 *Houghton*
In the realm of carbon. Deming, H. G. $3 *Wiley*
Jackman's poems. Jackman, E. F. $1.50 *Stratford*
Kiss o' hollow hours. Briel, L. W. $2 *Chapple Pub. Co.*
Lancelot and Guenevere. Cross, T. P. $3 *Univ. of Chic. Press*
Lawn tennis. Myers, A. W. $5 *Lippincott*
Lay-off and its prevention. $1.50 *Nat'l. Industrial Conference B'd.*
Letters and notes on the Texan Santa Fe Expedition. Falconer, T. $3.50 *Dauber & Pine B'kshops*
Lily of Fort Garry, The. Rolyat, J. $2.50 *Dutton*
Lincoln remembers. Romig, E. D. $1.50 *Dorrance*
Little churches of France. Chadwick, A. A. $15 *Harper*
Little known England. Eberlein, H. D. $5 *Lippincott*
Little Oxford dictionary of current English, The. Ostler, G. 75 c. *Oxford*
Logic and epistemology. Cotter, A. C. $2 *Stratford*
Long, long, ago. Samuelson, R. $5 *G. E. Stechert*
Mazzini's letters. Mazzini, G. $3 *Dutton*
Meaning of the moral life, The. Nevius, W. N. $2.25 *Noble & Noble*
Memoirs of Sarah, Duchess of Marlborough. Marlborough, S. $5 *Dutton*
My automobile. Blanchard, H. F. $3.50 *Scientific B'k. Corp.*
My best story. $2.50 *Bobbs-Merrill*
Naming day in the Garden of Eden. Cox, E. G. 65 c. *Univ. of Wash. B'k. Store*
Narrative poems. Herzberg, M. J. 60 c. *Heath*
Occult and drugless therapeutics. Raizizun, Y. $1.50 *Caspar, Krueger, Dory Co.*
Outline of art, The. Orpen, W. $4.50 *Putnam*
Parachute. Murphy, C. $2.50 *Putnam*
Patriot's progress, The. Williamson, H. $2.50 *Dutton*
Pelle the conqueror. Nexo, M. A. $3.50 *Peter Smith*
Practical manual of harmony. Rimskii-Korsakov, N. A. $2.50 *Carl Fischer*
Principles of coal property valuation. Hesse, A. W. $3 *Wiley*
Principles of engineering economy. Grant, E. L. $3.75 *Ronald Press*
Problems in general science. Hunter, G. W. $1.72 *Amer. B'k.*
Quebec bouquet, A. Wickenden, H. S. 75 c. *Stratford*
Racing yachts. Adams, P. $1.25 *Dutton*
Rembrandt. Lint, J. G. $2.50 *Van Riemsdycke B'k. Service*
Rhododendron pie. Sharp, M. $2.50 *Appleton*
Rhythm of the Redman, The. Buttree, J. M. $5 *A. S. Barnes*
Rope's end. Hamilton, P. $1.50 *Richard R. Smith*
Satchel guide to Spain and Portugal, A. Crockett, W. D. $4 *Houghton*
Shakespeare studies. Fripp, E. I. $2.50 *Oxford*
Some of the English. Hueffer, O. M. $3 *Appleton*
Stir of nature, The. Carr, W. H. $2.50 *Oxford*
Stock brokerage and investment house accounting. Thornton, F. W. $4 *Harper*
Strength of materials. Timshenko, S. S. $3.50 *Van Nostrand*
Tabloid murders, The. Wood, C. $2 *Macaulay*
Theory of radio communication. Filgate, J. T. $2 *Radio Design Pub. Co.*
Tom and Ruth stories. Mary Estelle, Sister. 60 c. *Macmillan*
Track and field for women. Frymir, A. W. $2 *A. S. Barnes*
Tradition of Virgil, The. Morgan, J. S. $2 *Princeton*
What's right with the rural church. Felton, R. S. $1; 75 c. *Presby. B'd. of Christian Educ.*
Wheat. Swanson, W. W. $4 *Macmillan*
Who's who in the East. $10 *Mayflower Pub. Co.*
You and your job. Davis, J. J. $2 *Wiley*

Old and Rare Books

Frederick M. Hopkins

AS its initial venture in the use of photography in book publication, the Facsimile Text Society has reproduced five rare volumes, none of which has ever been available before to the public, according to an announcement just made by Dr. Frank A. Patterson, founder of the society and professor of English in the Columbia Graduate School. The volumes are reproduced by the offset process, which is based upon a photograph of the actual text. In the case of unique copies no attempt is made to clear up damaged pages or remove blots. In books of which more than one copy exists, damaged pages are replaced by photography from perfect copies, but all of these variations are explained in the bibliographical note. Membership in the society is open to any person, library or association and the annual dues have been set at $5. In return for this sum members will receive books of their choosing to the amount of $5, list price. They also have the privilege of purchasing additional volumes at the net price, which is about one-third less than the list price. The price of each volume is determined by the executive committee, who considers both the individual member and the society. It ranges from 75 cents upward. Nearly fifty historians, English scholars, economists and book collectors in this country and abroad are cooperating in the preparation of the list of rare texts and manuscripts which are to be reproduced. The five volumes now ready for distribution will go to sixty-four libraries in the United States and England and to the society's individual members who now number more than 500. One of the selections in the first lot of five is a defense of the activities of the Hudson's Bay Company by Thomas Mun, an economist of the time of Queen Elizabeth. This is "A Discourse of Trade from England unto the East-Indies," printed in 1621, and is considered such a sound work from the standpoint of modern economics that Harvard University plans to use it as a text book. Another is a volume of poems by "A Gentleman of Virginia," the only known copy of which is in the Boston Athenaeum Library, and which bears on its fly-leaf the autograph of George Washington. Poems by Thomas Wharton, the elder, a first edition of John Donne's "Biathanatos," and Henry More's "Enchiridion Ethicum," in English tranlsation of 1690, complete the present issue of facsimiles. Twelve more works including a scarce essay by Benjamin Franklin and "A Brief Description of New York" by Daniel Denton, published in 1670, are in preparation.

S. FOSTER DAMON has written and Harper & Brothers have published "Thomas Holley Chivers, Friend of Poe." the story of a strange and generally forgotten American poet, a contemporary and friend of Poe and an enthusiastic admirer of his genius. Even after Poe's temper and habits had alienated most others, Chivers offered to give him a permanent home in his last lonely days. And it was this forgotten poet, who after Poe's death in 1849, in reply to the anonymous attack upon his character in the New York *Tribune,* wrote his "New Life of Edgar Allan Poe. A Faithful Analysis of His Genius." The book was not printed, but as long as he lived, Chivers fought for the recognition of Poe's genius and the forgetfulness of his faults. Chivers chivalrous devotion to Poe will perhaps make his name as well remembered in the future as the verse which he wrote. It has been said that Poe owed much to Chivers and early recognized his genius. But Mr. Damon

goes further and says that his influence was felt perhaps more in England than here. Swinburne was a great admirer of Chivers's rythmical and alliterative verse, and borrowed freely from it, as did Rossetti, markedly in "The Blessed Damozel." Kipling also in "The Files" used some of Chivers's phrases "without mentioning his sources." Chivers's long forgotten life story, told as Mr. Damon tells it, contains much unpublished material, including both poems and letters, and adds much to one of the most important chapters of the history of American literature. It is a volume of singular interest to every Poe collector, who should lose no time in adding it to his collection.

HENRY CLAY FOLGER has not only given the American people his great Shakespearian collection as previously announced, but he has provided a fund of $10,000,000 for its maintenance and development. The New York *Times* in an editorial says: "The institution may well constitute the greatest nucleus of Shakespeare lore in the world. Certainly the collection is the greatest aggregation of Shakespeare material to be found outside of the British Museum, and it is the opinion of some scholars that it exceeds that in interest and value. It has thirty-five examples of the First Folio, and the unmatched Gwynn quarto reprint of nine original plays of Shakespeare of 1619—a book which cost Mr. Folger $100,000. It is a noteworthy fact, and one conducive to American pride, that we have in this country the only existing examples of the second edition of "Hamlet," which was first to contain the true text, and one of these is in this Folger collection . . . . Mr. Folger collected this material quietly but without any regard to the expense of the items, and really in somewhat of a secretive way—throughout the greater part of his life. It will, in the marble building which is to be erected near the Congressional Library in Washington, constitute a museum which may surpass the Shakespeare Museum at Stratford-upon-Avon in every respect except the immeasurable one of the proximity and the atmosphere of the master's birthplace, his childhood home, his school, domestic beginnings and gentlemanyl retirement."

THE University of South Carolina at Columbia in the autumn will place on exhibition for the first time the collection of Caroliniana being brought together by Henry P. Kendall, president of the Kendall Company of Boston. When Mr. Kendall purchased a home in Camden, S. C., where the original mill of the southern group of Kendall mills is located, he became interested in old southern maps, books, pamphlets, prints and furniture, and has been collecting for several years in London, Boston, New York, Charleston, Columbia and throughout the southeast. His collection is regarded in the south as noteworthy, especially as to his maps, which include several items not listed in the catalog of the Congressional Library and are said to constitute the finest collection of early southern maps south of the Mason and Dixon line.

THE house in Denver occupied by Eugene Field has just been purchased and will be preserved as a permanent memorial. The old house will be removed to Denver's Washington Park and be used as a branch of the city's public library. It is fitting that this memorial should be in Denver, for it was there, as managing editor of the old *Tribune,* that Field first attracted attention. The reputation that he achieved there resulted in the offer from the Chicago *News* in 1883 to write the column which became famous as "Sharps and Flats." Field's writings still have a large sale, particularly "Poems of Childhood," of which thousands of copies are sold annually. Autograph letters, manuscripts and first editions are in increasing demand among collectors, in fact, there has been a considerable interest in his first editions since his death thirty-five years ago.

CATALOG No. 13, issued for the summer of 1930, by John Smith & Son, of Glasgow, Scotland, is an octavo of 164 pages and 1996 items, entitled "Modern Private Presses: The fine Arts and Collecting." Perhaps the most interesting section, Part II, entitled "Fine Arts and Collecting," contain many rare and valuable books on architecture, ceramics, Chinese and Japanese art, cos-

tume, furniture, illustrated pocket library of plain and colored books, and ornament. This catalog has many books that appeal to the collector.

THE First Edition Club of London has printed two books, one third of the edition of each having been reserved for American collectors. These include Ambrose Bierce's "Battle Sketches," printed at the Shakespeare Head Press, illustrated by Thomas Derrick, and limited to 350 copies; and "The Anatomy of Bibliomania," by Holbrook Jackson, a long book of over 250,000 words dealing with every phase of book collecting, limited to 750 copies. Special care has been given to the typography of both volumes, and it is believed that they will appeal strongly to American collectors.

VERNON B. HAMPTON, 301 Hart Avenue, West Brighton, Staten Island, is writing a biography of Chester A. Arthur and will greatly appreciate the assistance of any who have information bearing on his life, particularly material in the form of letters, diaries of contemporaries associated with him, newspaper clippings, unpublished manuscripts and documents.

Catalogs Received

Art books and standard literature. (No. 69.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York.
Books comprised of first editions of English and American authors. Smalley's, McPherson, Kansas.
Choice books and Americana. (No. 184; Items 435.) Arthur H. Clark Co., 4027 Prospect Ave., Cleveland, O.
Early navigators and their voyages, shipbuilding, log books, pictures, etc. (Items 546.) Francis Edwards, Ltd., 83, High St., Marylebone, London, W. 1, England.
Fine and applied arts and collecting. (Catalog of Dept. 17.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.
Geography, voyages and travel. (No. 983; Items 243.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.
History and archaeology, theology and allied subjects. (No. 819.) Henry Soteran, Ltd., 43, Piccadilly, London, W.h1, England.
Limited editions and first editions. (No. 1.) The Peabody Book Shop, 9133 North Charles St., Baltimore, Md.
Low spots of American literature. The Union Square Book Shop, 30 East 14th St., New York City.
Medicine, surgery and anatomy. (No. 85; Items 646.) Grafton & Co., Coptic House, 51 Great Russell St., London, W. C. 1, England.
Modern Private Presses: The fine arts and collecting. (No. 13.) John Smith & Son, 57-61 St. Vincent Street, Glasgow, C.2, Scotland.
Navigation. (No. 603.) Karl W. Hiersemann, Leipzig, Germany.
Scientific and other scarce pamphlets. (No. 276; Items 247.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

PUBLISHERS, ATTENTION!

The TRADE LIST ANNUAL for 1930 is now being prepared. Last year's Annual contained the price-lists of 298 publishing houses. This year it will have also the lists of all the newly-formed firms of the past year.

As the Trade List Annual reaches every bookstore, public library and school board of buying importance in the U. S. and is in daily use for a year it behooves every publisher to contribute his catalog or a list of his books and thus have it on file everywhere for instant reference.

☞ ***The fee for insertion is considerably less than the cost of postage alone to mail your catalog to these people.***

Closing date July 25.

R. R. BOWKER CO.

62 West 45th Street **New York**

BOOKMAKING

A Monthly Department

The Imposition of Book Forms

Meiric K. Dutton

Head Instructor, Department of Printing, Carnegie Institute of Technology

THE planning of books to their smallest detail is such a demanding task that it is but seldom that we meet with a completed product which fits both the mechanical requirements of good bookmaking and the peculiarities of the particular text. An oversight in the least detail will create a sense of some slight disappointment.

Imposition, generally considered one of the most mechanical of the operations of bookmaking, may in any one of several ways seriously disfigure the completed volume, or may be so planned with reference to the size and weight of the paper and the method of trimming the completed work as to aid in the production of a flawless book. Imposition may be defined as the placing of type pages (or electrotype plates) on the imposition stone in such a manner that, when locked in a chase and an impression taken on a flat sheet of paper and the paper folded to form a section or signature of a book, the pages will appear in their proper order and in their proper position with reference to margins on the paper page.

Imposition, in the early days of printing and, in fact, continuing down to the very recent days of power machinery, was of a very simple nature. Paper sizes were limited in number and, by the time of the Elizabethan period, had become standardized to such an extent that various names were given to corresponding sheet sizes, the more popular book sizes being:—

	INCHES
Foolscap	13½ x 17
Crown	15 x 20
Demy	17½ x 22½
Royal	20 x 25

The customary procedure was to impose these sheets in folio, quarto, and octavo; folio imposition indicating that the sheet was to fold once forming two leaves, quarto to fold twice forming four leaves, and octavo to fold three times forming eight leaves. These sheets would, of course, have twice as many pages as leaves.

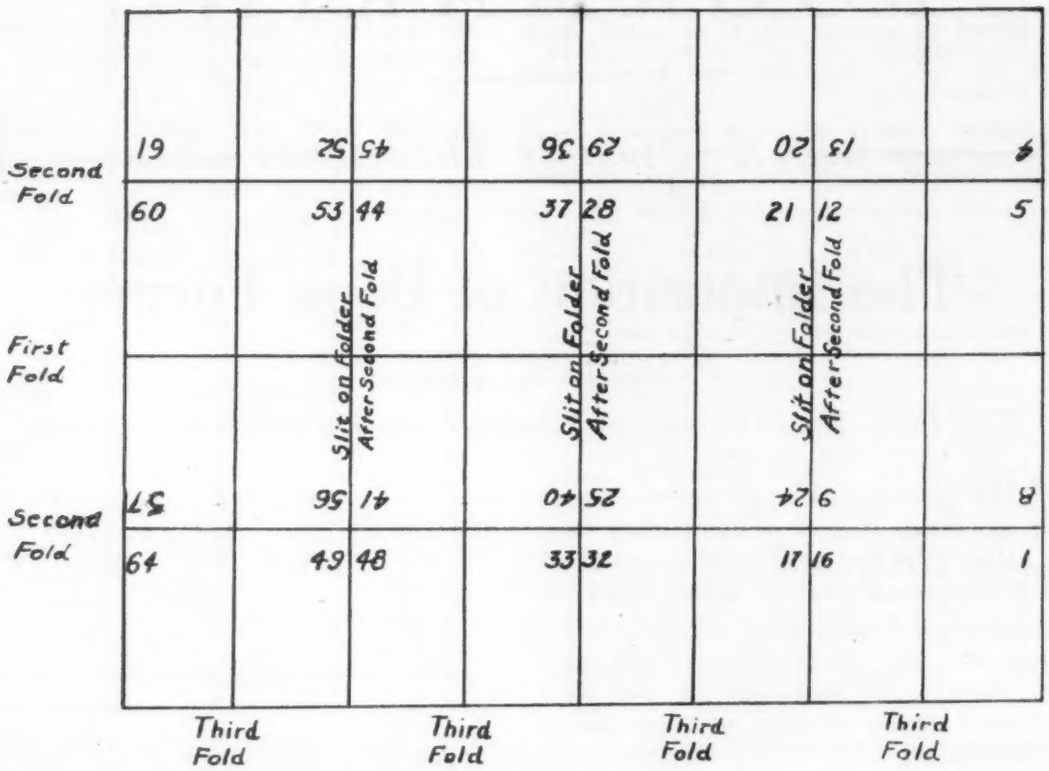
It will be seen that, with paper sizes classified and impositions standardized, various classifications could be given to book sizes, these terms having definite meanings. For example: "Royal octavo" would describe a book printed on a sheet 20 x 25 inches in size which later received three folds forming eight leaves or sixteen pages. A Royal octavo book, therefore, was one which, when folded, formed paper pages 6¼ x 10 inches in size before trim; a Royal quarto giving a page size of 10 x 12½ inches; and a Royal folio giving a page size 12½ x 20 inches.

Special methods of imposition were devised from these sheets to give twelve leaves or 12mo, twenty-four leaves or 24mo, etc. Similarly, expansion has been made along the line of geometric progression as 16mo, 32mo, and 64mo.

These terms continue to be of historical value to the American printer-publisher and of actual value to the English printer

Quad Imposition

Inside Form



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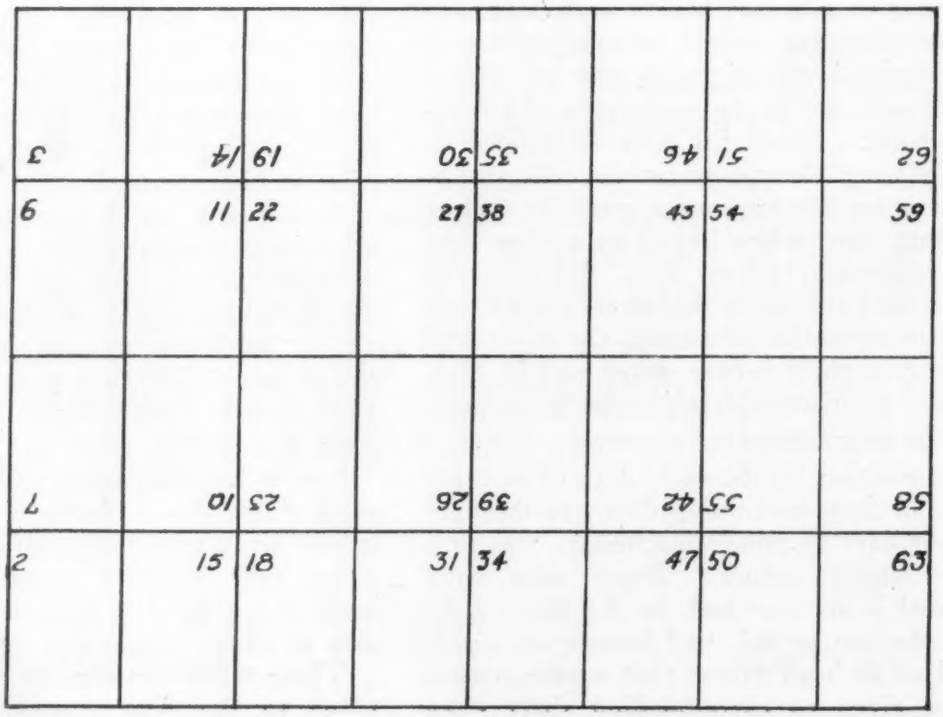
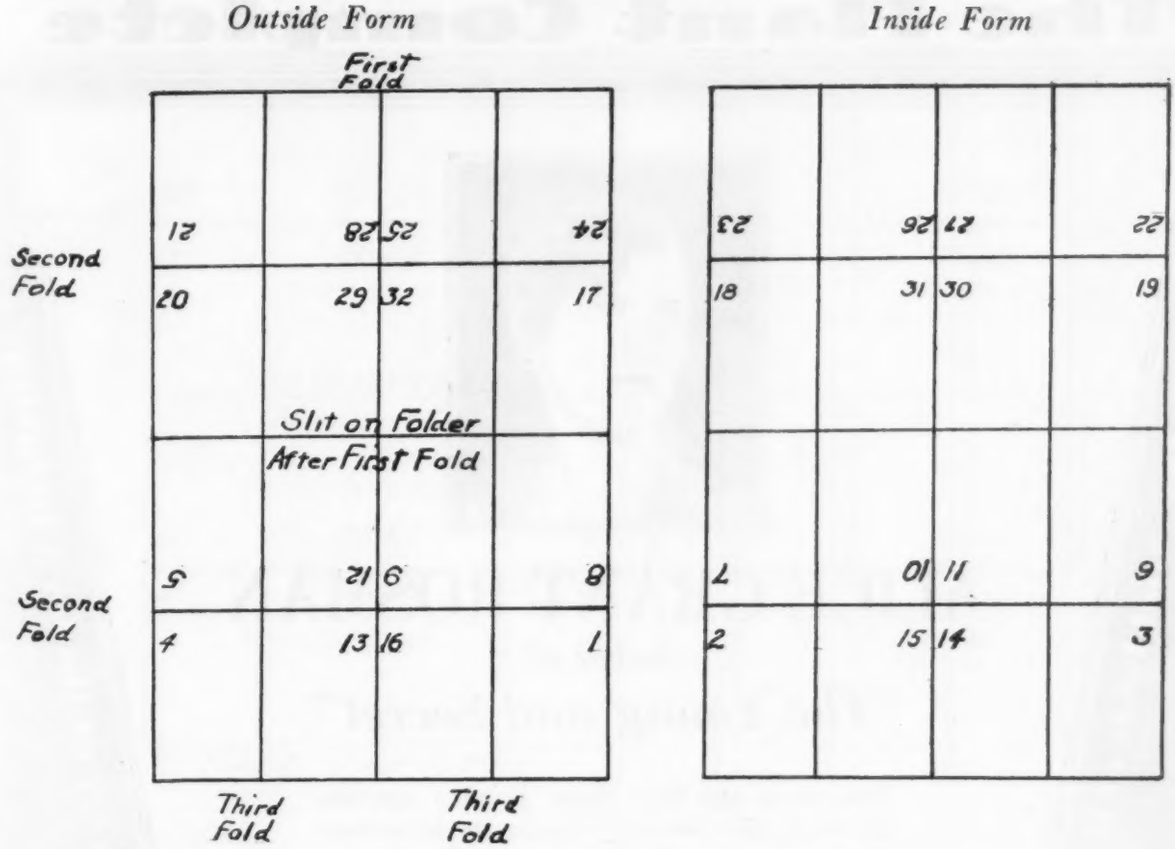


Double-16 Imposition



who still uses the Elizabethan names in multiples, as "Double Crown" to indicate a sheet 20 x 30 inches, "Quad Crown" to indicate a sheet 30 x 40 inches, and "Double Crown Quad" to indicate a sheet 40 x 60 inches.

From the preceding table of English paper sizes, it will readily be seen that three of our four most popular sizes of publishers' book papers find very close equivalents. Our 25 x 38 inch size approximates the "Double Royal" size of 25 x 40 inches; our 30½ x 41 inch size approximates the "Quad Crown" size of 30 x 40 inches; and our 35 x 45 inch size exactly equals the "Quad Demy" size; leaving only our 32 x 44 inch size without a definite approximation among the Elizabethan standards.

An attempt at a classification of American standard paper and page sizes along the lines of the Elizabethan method may be made as in the immediately following table.

APPROXIMATE CLASSIFICATIONS OF AMERICAN FORMATS

No. Pp. to Form	*No. Pp. to Sheet*	*Sheet Size of*	*Name*	*Untrimmed Leaf Size*	*Trimmed Leaf Size*
4	8	25 x38	Folio	12½x19	12¼x18½
8	16	25 x38	Quarto (4to)	9½x12½	9¼x12
16	32	35 x45	Small Quarto	8¾x11¼	8½x11
16	32	25 x38	Octavo (8vo)	6¼x 9½	6 x 9
32	64	35 x45	Small Octavo	5⅝x 8¾	5½x 8½
32	64	32 x44	Decimo (10mo)	5½x 8	5⅜x 7¾
32	64	30½x41	Duodecimo (12mo)	5⅛x 7⅝	5 x 7⅜
32	64	25 x38	Sixteen mo (16mo)	4¾x 6¼	4½x 6
64	128	32 x44	Twenty-four mo (24mo)	4 x 5½	3¾x 5¼
64	128	25 x38	Thirty-two mo (32mo)	3⅛x 4¾	3 x 4½

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BOOKDESIGNING - COMPOSITION
ELECTROTYPING - PRINTING - BINDING

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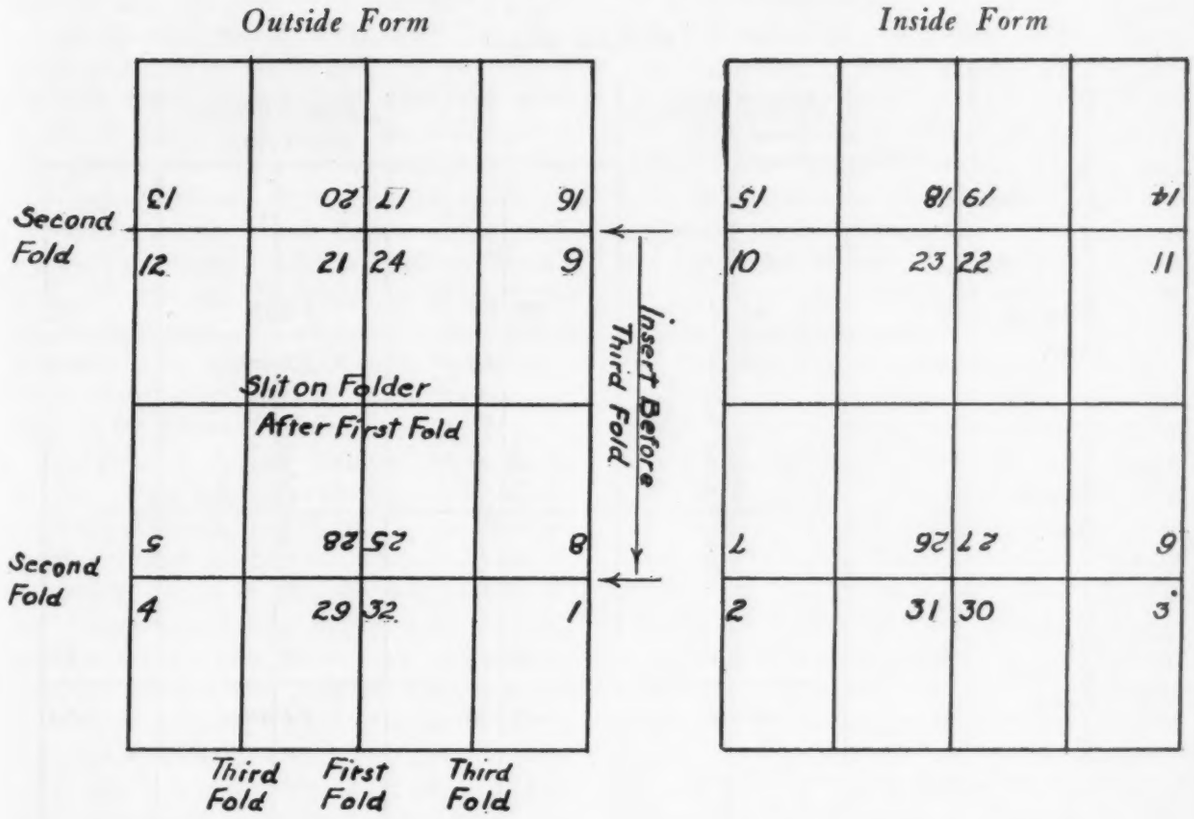
The Efficiency and Economy of Modern Industry

Double-16-to-Insert Imposition



To obtain a clear view of the purposes served in imposition, it is well to consider first a simple folio imposition consisting of a single sheet to fold once forming two leaves or four pages. Obviously in such a case, there will be two forms of type, one to print on each side of the sheet. Pages 1 and 4 of the fold will comprise the "outside form" since these pages are to be on the outside of the sheet when folded; pages 2 and 3 will comprise the "inside form." When a sheet is printed in this manner, it is said to be printed "sheetwise," each side of the sheet being printed from different type pages.

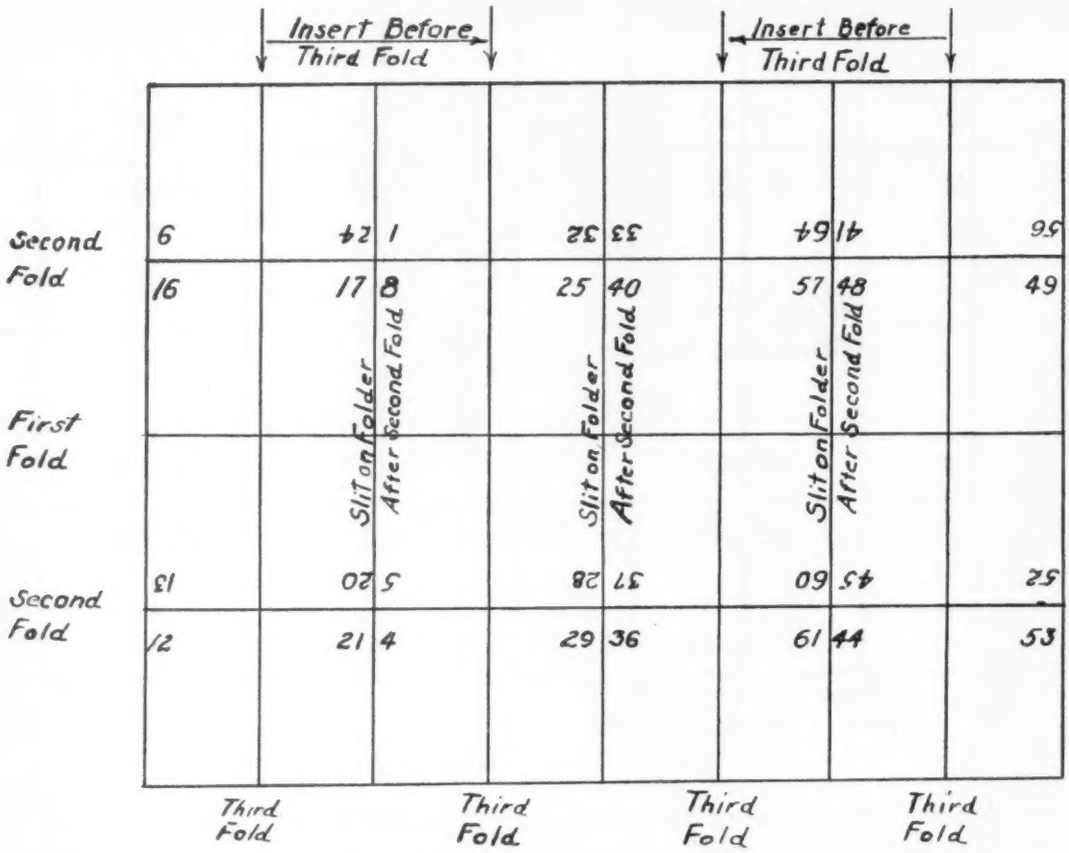
If these type and paper pages were half the size of those in the above example, accommodating the four type pages with their margins on one side of the sheet, they would be so imposed as to print all four pages at one time. If 1000 copies of such a form were desired, 500 sheets would be printed on one side of the sheet and then would be printed from the same type on the other side of the sheet. By cutting these sheets in half, each half would contain all four printed pages. This is known as printing "work-and-turn." In printing work-and-turn forms on large cylinder presses, the cutting of the sheet is accomplished on the press as the second side of the sheet is being printed. This operation of "slitting" is accomplished by a rotary knife placed in position just as the sheet is coming from the impression cylinder.

Book printing, as well as job printing, employs both sheetwise and work-and-turn methods. The sheetwise method is to be preferred except, of course, on odd forms and where the paper for a very long run would needlessly block aisles.

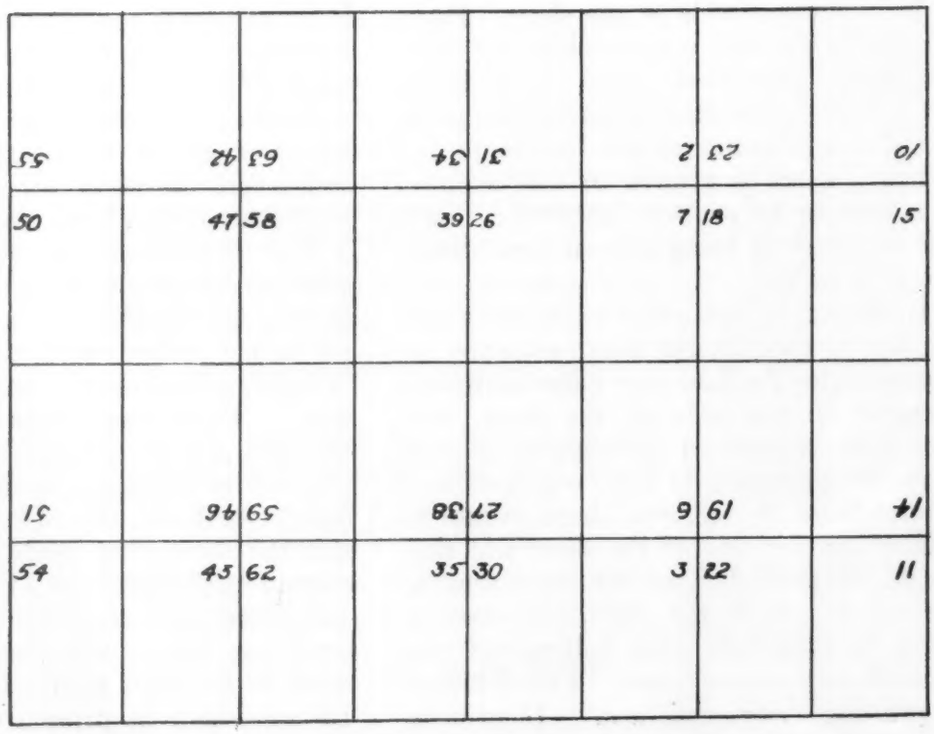
The imposition for our edition book printing is chiefly limited to two styles known as "Double-16" and "Quad" imposition together with their variants of "Double-16-to-Insert" and "Quad-to-Insert." These impositions presuppose that the book is to be composed of gatherings of consecutive 16-page signatures as is the custom. Obviously, then, Double-16 indicates that the sheet when ready for folding will contain two signatures of 16 pages each; and Quad indicates that the sheet when ready for folding will contain four signatures of 16 pages each. In the first case, 16 pages will be printed on each side of

Quad-to-Insert Imposition

Outside Form



Inside Form



the sheet—a total of 32 pages; in the second case, the sheet will contain 64 pages, —32 on each side. This does not mean that only 16 or 32 pages can be printed at one time, but merely that the sheet must be cut down either by a slitter on the press or on the cutting machine before folding. Editions of 10,000 or more are generally printed from forms of 64 pages each—128 pages to the backed-up sheet—and are slit on the press to prepare for Quad folding. An additional right-angle cut would be required on each half of this large sheet after slitting on press to prepare it for Double-16 folding.

In general, Quad imposition is to be preferred in edition printing. This imposition requires that there be 32 different pages on each side of the sheet. In short, 32 pages cannot be printed work-and-turn for Quad imposition but can be printed work-and-turn for Double-16 imposition. Quad machines are built to accommodate sheet sizes varying from 20 x 30 inches to 42½ x 62 inches, caring for pages sizes from 3¾ x 5 inches to 7¾ x 10½ inches. The length of time required to set the machine to a large page size and the fact that large-sized books are so often run in small quantities tend to reduce this maximum page size to about 5⅝ x 8¾ inches for practical purposes. This is the most practicable and economical imposition for ordinary edition work since it folds 64 pages into four signatures of 16 pages each in one operation.

Quad-to-Insert imposition, as its name implies, combines the characteristics of the Quad with its own particular feature of inserting so that the 64 pages are delivered as two signatures of 32 pages each. This machine handles the same sheet and page sizes as the straight Quad, and a slight adjustment in its mechanism will permit of its being used as Quad or as Quad-to-Insert. Obviously, the inserting arrangement can be applied only to books printed on papers of light weight, particularly on bible and India papers. It is of particular advantage in thick books on light-weight papers where excessive thread at the back would make the book spongy. With this fold, a distinct saving is also made in gathering and sewing since only half the number of signatures are handled as in 16-page signatures.

Untrimmed books, and books which are to trim at the head only should never be imposed according to either of the Quad arrangements. These two methods of imposition create "bolts" or folds at the head and foot, as well, of course, as the regular fold at the back. Printing history and practice establishes the precedent that untrimmed books should have the bolts at the head and front. Furthermore, a bolt at the foot of a book is very likely to escape the attention of the reader until he has torn the leaf in attempting to turn it.

Double-16 imposition is used on most books with a page size smaller than 5⅝ x 8¾ inches, on books in small quantities even when smaller than the foregoing size, and on books requiring bolts at the head and front. This last class is composed of untrimmed, *de luxe* books. Double-16 is also used for an odd 32-page of a book run according to Quad imposition since only eleven sheets of 64 different pages, 32 on each side of the sheet, can be run on the Quad machines. On the Double-16 machines, it is possible to incorporate a perforating wheel which will perforate the two thicknesses of paper just before the second fold and along exactly the line which this fold will take. These perforations permit the imprisoned air to escape before the final fold, largely eliminating the tendency of a crease to appear running from the inside top corner of the page down into the text. Such a tendency is particularly prone to exist in heavy and high-bulk papers.

Double-16-to-Insert, also as its name implies, inserts the two sets of 16 pages each and delivers them as one signature of 32 pages. As indicated, both Double-16 and Double-16-to-Insert fold the sheet with bolts at head and front. In other words, the Double-16 folder gives each signature three right-angle folds; while in the Quad machine, the folds are two parallel and one right-angle. In each case, the last fold is obviously the one which creates the fold at the back of the signature through which the sewing is effected.

"Point" machines, which are hand-fed, or any one of several automatically-fed machines, are used for folding odd 16's, 8's, and 4's. Great care must be taken that the printer furnish properly imposed sheets to the binder since various machines require

that the guide be "to the low folio," away from the low folio," etc. The press guides, both front and side, must correspond with the guides of the folder since paper may vary considerably in size even within the same case.

Sixty-four page forms are imposed, according to the fold desired, in exactly the same manner as two 32-page forms. The sheet may then be "backed-up" or, as it is less frequently called, "perfected" from the same or different plates. Thus two complete 64-page sheets are formed when the large sheet is cut in half by the rotary slitter on the press. Because of the greater expense of the first make-ready of 64-page forms, it is customary to print only long runs in this manner, the shorter runs being printed in 32's or 16's.

Since pages are not printed in sequence, arrangements must be made in advance on a rush order that the proper pages may be available at the time desired. A lay-out—whether for Quad or Double-16 imposition—of 64 pages to run as two 32-page forms would be as follows:—

Outside Form				Inside Form			
1	17	33	49	2	18	34	50
4	20	36	52	3	19	35	51
5	21	37	53	6	22	38	54
8	24	40	56	7	23	39	55
9	25	41	57	10	26	42	58
12	28	44	60	11	27	43	59
13	29	45	61	14	30	46	62
16	32	48	64	15	31	47	63

Obviously, in the above sheet, a hold-up for a cut on page 6 would not keep the printer from running the outside form of this job; but the publisher must be sure to have page 6 ready to follow on before the other forms of the job are printed or he will be charged for waiting time or for an additional first make-ready according to instructions. Likewise, in a book, whole signatures may be skipped but they also must be in shape to follow on or additional charges will be made. At best, the skipping of pages or signatures is a dangerous habit, to be condoned only in cases of great necessity.

Maps and Their Making

Max Mayer

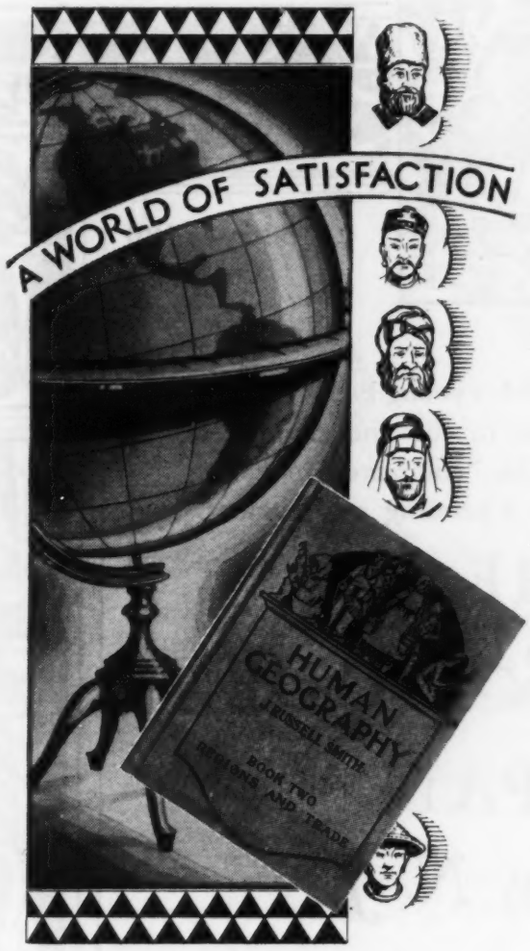
Cartographer for Ginn & Co.

II

Historical

BEFORE passing on to the period which followed the so-called Revival of Ptolemy and the discovery of printing, it is proper to go back to the Romans. As map makers they limited their activity to mere map drawing for military, topographical, and administrative purposes. They added nothing to the exact knowledge of carthography and nothing of their work has come down to us except the famous Tabula Peutingeriana, which itself is not the Roman original and is now preserved in the former imperial library at Vienna. It is a curious historic and diagrammatic representation of surface, in the nature of a road-map, in twelve sheets, forming one long strip.

Here we must also insert the story of the marine charts, or Portolan maps which really means pilot maps. They came into use early in the thirteenth century and have a character and interest of their own. Charts of the Mediterranean and the Atlantic coasts of Europe and Africa were made without lines of longitude or latitude, but with radiating compass lines for use with the compass which had reached the navigators of this period through the Arabs. The charts were often placed upon a wide hide. So is the earliest map depicting the new world, which I mentioned before, drawn upon an ex-hide and was made in 1500 by the famous pilot Juan de la Cosa, companion of Columbus on his first voyage,



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BINDING

Courtesy of Ginn & Co.

Historical map for textbook use, drawn by hand and etched on zinc—imitation of 17th century copper-engraved maps

The artistic illumination of manuscripts as practiced before the invention of printing was well adapted to these map records. They were strikingly accurate though they exhibit no detail of the adjoining land, save some faciful designs representing towns and other features adjacent to the shore-line. The winds, so essential in the days of sail, were personified, appearing in the corners and margins as whistling and puffing cupids. The special characteristic of the Portolan maps is the network of lines crossing from one compass rosette to the other. In the center you will generally find a compass from which sixteen lines would radiate to sixteen other compass points arranged in a circle around the center. With the aid of these lines, the navigator could set his course to any point shown on the map. These Portolans are of excessive rarity and only a few libraries in America possess early specimens outside of the Hispanic Society of America, which has succeeded in accumulating thirty-two of them.

Just about the time when Ptolemy was revived, a livelier interest in the discovery of a sea route to India set in. The land route was locked to the Western Christian nations by the Mohammedan rulers of Egypt and Asia Minor. The crusaders for several generations had fought in vain to break down this barrier; so the idea of reaching India and the Spice Islands became more or less a necessity. Prince Henry of Portugal, the Navigator, encouraged explorations down the Western coast of Africa and between 1497 and 1498 Vasco da Gama reached India by the sea route. In the meantime Columbus with the aid of Queen Isabella had set out to find his way to India by a back door. This back door he did not find but instead he discovered a whole new continent. Not that Columbus was the first European to see these shores. The Norse Vikings had sailed over the far northern arc of the Atlantic and it seems well established that Leif, the Lucky, son of Eric, The Red, came from Iceland to the shores of America, somewhere between Labrador and Cape Cod, in the year 1000. He found a pleasant country abounding in wild grapes which he called "Vineland the Good," but in spite of Leif's visit, America, as Mark Twain humorously expressed it "did not stay discovered." It was

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Columbus' voyage that wove the first strand of a continuous and ever thickening web between the old world and the new, but when we speak of the new world as "America" we must realize that neither Columbus or anybody else of his time had any idea that such a continent existed. Amerigo Vespucci, a Florentine merchant, who had helped to fit out Columbus's expedition, made a remarkable voyage of discovery in 1507, while in the service of the King of Portugal. Sailing from Lisbon he struck the coast of Brazil. Vespucci was a good advertiser and upon his return wrote letters about the new world which had a great vogue and were responsible for the naming of the Western continent. Shortly after Vespucci's letters were published some of the faculty of the little college of Dié in the Vosges Mountains were preparing a new edition of the popular geography of Ptolemy. One of the collaborators, a German named Martin Waldsemueller wrote an introduction to the work in which he printed some of Vespucci's letters. He further made a suggestion that since an addition to Europe, Asia, and Africa, "another fourth part (of the world) had been discovered by Americus Vespucius, I do not see what fairly hinders us from calling it Amerigen, or "America," that is the land of Americus." On a small globe map and on the large world map I spoke of before he labeled the explored portion of the South American continent, lying south of the Equator, with that name. There was no intent of robbing Columbus of his due honor because it was believed by all that Columbus had found only a new way to Cathay and India, and not a new world. When in the course of time it was found out that the America of Vespucci was the same continent along whose shores Columbus had sailed, and that it was joined by an Isthmus to another still greater, it was too late to remedy the mistake. The name "America" had become popular, was copied by other map-makers of the time, and spread with the progressive discovery of the true shape and extent of the continent, until in 1541 the great geographer, Mercator, applied the name to the whole mainland from Labrador to Patagonia. "So it came about," says a writer, "that this Continent was named by a German professor and cartographer at a French College for an Italian Navigator in the service of the King of Portugal," thus anticipating our melting-pot of nations."

The Waldsemueller map was printed from wood blocks as were all the maps done at that time. As the knowledge of the earth's history accumulated, the rivalry between the cartographers waxed warmly. The desire to give more in finer detail led to the gradual adoption of copper plates in place of wood blocks. The real first large

collection of maps produced by this process, and for that matter the first collection of any size, was that of Abraham Ortelius, and was printed at the famous Plantin Press in Amsterdam in 1570. It received a wide circulation. The first edition consisted of 53 maps and had a Latin text. The number of maps increased with each edition until the twelfth had ninety-two maps. Editions appeared in German, French, Dutch, English, Spanish, and Italian. The reason for this marvelous success was that Ortelius knew his profession thoroughly for he began his career as a collector and colorer of maps. By his broad knowledge and patient industry he had produced something justly acclaimed by his contemporaries. Amongst his friends he counted that other great pioneer of modern cartography, Mercator, a German whose real name was Gerhard Kramer. He, too, began his life as a colorer of maps, and became a manufacturer of globes and mathematical instruments. In 1569, he put forth a map of the World in which his famous projection was used, which is still in vogue today. After giving you this information, you will not follow the sea captain who, for a life time, had used sailing charts on Mercator's projection before he found out that they were so named for an old map maker and not because the charts were merchant's maps.

Mercator, too, prepared an Atlas, but out of consideration for his friend, Ortelius, delayed the publication of it. In fact, the Atlas of Mercator was the *first* collection of maps to which this name was applied, in allusion to the Atlas of mythology, whose figure, represented as bearing a globe on his shoulders, was given on the title page. This Atlas appeared in 1595, a year after the author's death, and also ran through a number of editions in different languages.

The success of the Ortelius and Mercator maps was such that Holland found herself the center of a new and rapidly growing industry, and her cartographers for a century afterward made maps in amazing quantities. Such names as those of Hondius, Blaeu, Visscher, DeWitt, represent not individuals but families devoted to map-making.

In 1635 appeared in Amsterdam the Atlas of Bleau, technically, though not scientifically, a great advance upon the works of Artelius and Mercator. The maps of Blaeu are really things of beauty, perhaps the most decorative ever made. They lack, however, the lines of longitude and latitude and sometimes they seem purposely drawn out of scale to aid their artistic appeal. Blaeu had a great rival in Janssen who published Atlases in Dutch, French, German and Latin. In the maps of Blaeu and Janssen we find the finest colored maps—and we must not forget that the coloring was all done by hand—of any period save some rare illuminated Portolans of the centuries before printing.

Their successors, the DeWitts, Goos, Dankers, Visschers, could not maintain the high standard of their predecessors and the leadership in cartography passed from the Low Country to France, where the scientific method of preparing maps had found its birth. The first scientific map of the world was published in 1696 in Paris by Cassini, Astronomer Royal of France. Only two copies of this map are known, one in the National Library in Paris, and the other in the Clements Library at Ann Arbor. The pupil of Cassini, William Delisle, began to issue strictly scientific maps in 1700, and in these only a minimum of ornamentation was used. The scholar depicting correctly the known world leaves the unknown spaces blank or fills them with descriptive matter.

German map makers, like Homan and Seutter, continued the decorative maps for many years after the scientific maps of Delisle, but the coloring in no wise compares with the Blaeu maps.

It would lead too far to trace the story of map-making in all the countries of Europe, but Italy, Spain, Austria, and Scandinavia, made some splendid contributions, and the efforts of their cartographers culminated in a series of national atlases which have become quite rare.

As a specimen of the period of transition from the past artistic maps to the more scientifically correct, I might mention the work of the first American mapmaker, Louis Evans of Philadelphia. He was a surveyor in Pennsylvania, and in the course of his work saw a great deal of the country and saw it with open eyes. He embodied his investigations in a map

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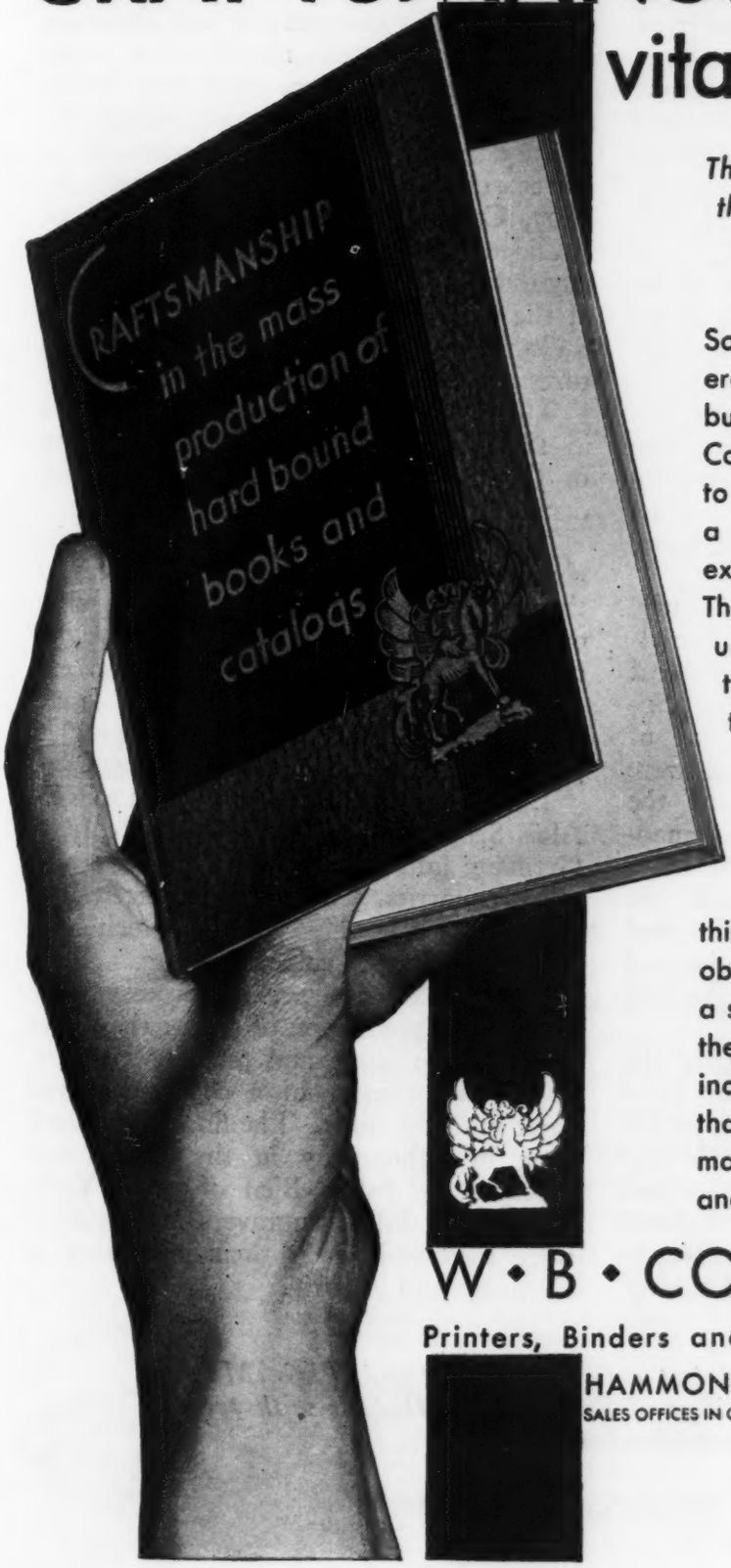

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of the Middle British Colonies and had it engraved in copper. Our old friend, Benjamin Franklin, printed the map and the first issue was dated 1749. The second edition, considerably altered, appeared in 1755. In the form of the 1755 edition it embraced the country from the Falls of the Ohio River to Narragansett Bay and from Virginia to Montreal. It was the best map of that territory and was used by General Braddock in his campaign against Fort Duquesne. You probably recall that George Washington was the officer who led the troops back after General Braddock had been mortally wounded in an ambuscade laid by the French and Indians.

This Evans map was really a remarkable product of our early colonial press, and was not only copied but pirated by English map-makers.

Now that we are in this country, we might as well stay here, but fear not that I will weary you with a detailed history of geography of the United States. Such a task would fill a volume instead of being a part of a short discourse.

Before the close of the 17th Century, there was in Europe a fairly good knowledge of the general features and physical character of the United States, due principally to the self-sacrificing labors of French missionaries. The English were content to lay along the seaboard the foundations of a future great commonwealth. If you wish to study the influence of geographical features upon the human history, just stop a minute and contemplate how the British colonies had halted for nearly two centuries at the foot of the Appalachian Mountains.

It was but natural that soon after the establishment of the Republic, our Government and the mobile population of the country should feel the need of more adequate and accurate maps of the coastlines and of the interior. In 1802, Colonel Mansfield, then surveyor of the Northwest territory, proposed a plan of surveying the public lands of the United States, and this plan, with small variations, has been in use ever since, and was of the greatest commercial value. In 1803, under the leadership of President Jefferson, Louisiana was purchased, and explorers were sent out to report on the newly acquired country, the size of an empire. This work was done mostly by army officers trained for that purpose and obviously could be only in the nature of a rough reconnaissance. It was then that Lewis and Clark set out on their memorable journey across the Rocky Mountains to the coast of the Great Ocean beyond. In 1807, Congress, upon recommendation of President Jefferson, authorized the inauguration of a coast survey. The plan of the work submitted by Mr. Hassler, a Swiss, was accepted and its principal features are adhered to to this day.

The Geological Survey was organized in 1879 when Carl Schurz was Secretary of the Interior in the Cabinet of President Hayes.

The U. S. Coast Survey engraved its plates in copper and some masterpieces of the delicate touch and consummate skill of the engraver are found among the old charts. The Geological Survey also engraves its base plates in copper but issues the sheets printed by the lithographic process.

Lithography was invented in 1798 by Alois Senefelder, and spread rapidly from Germany into France, Great Britain, and other countries. Cartography received a great impetus by this invention which especially facilitated color printing. Two forms of the lithographic process were used in the production of maps: the direct engraving in stone and printing from it, or by the transfer of a copper-engraved sheet unto the stone. The finest map work done by lithography in the U. S. was executed by Julius Bien of New York, but all his skilled engravers and printers were men trained in their profession in Germany and Austria.

Mr. Mayer's third and last article on Maps and Their Making will appear in the first issue of next month. It deals with present methods of map making

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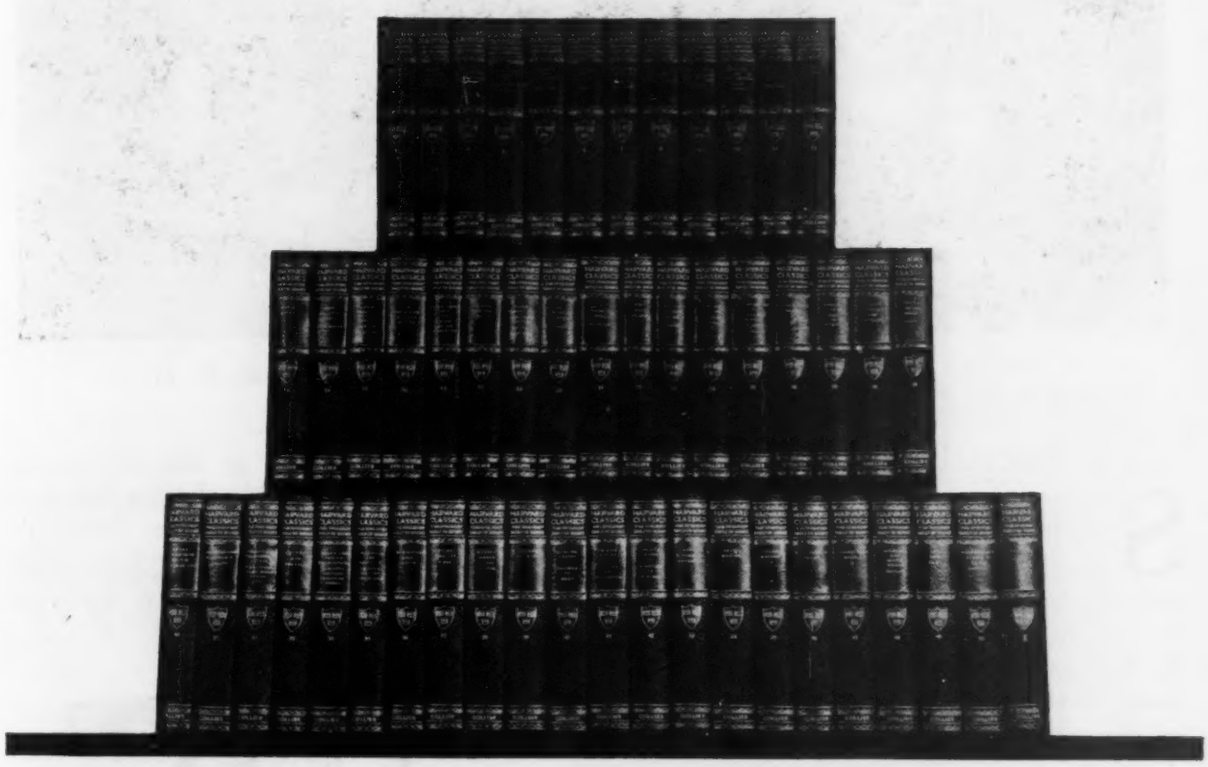

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Selling agents of the Interlaken Mills, gathered at Harris, R. I.

Interlaken Meeting

SELLING agents of the Interlaken Mills from Chicago, Cincinnati, St. Louis, Philadelphia, New York and other parts of the country, gathered at the book cloth plant of that company at Harris, R. I., last week and were shown the processes of the entire plant, from the spinning of the cotton to the finishing of the cloth. They were entertained at luncheon at the Interlaken Club, and in the evening at dinner at the Warwick Country Club, by Harris Bucklin, assistant treasurer.

Edward C. Bucklin, father of the host and treasurer of the corporation, joined the party for dinner at the Warwick Club. Many of the selling agents represented houses that have handled the products of the Interlaken Mills for the past 40 years.

New Interlaken Sample Book

THE Interlaken Mills of Providence, R. I., has just issued a sample book showing eight new colors in their "Vellum de Luxe" grade of book cloth. The colors may be obtained from any of the Interlaken sales agents in vellum, T or S patterns. The new group Vellum de Luxe colors is but one of several additions to standard lines made during the past year, others being the new EC and PR patterns, and seven new colors in the "Common Color" grade. Sample books may be had by any publisher or bookbinder from the New York sales office of the Interlaken Mills, 18 Thomas Street, New York, or any of their agents.

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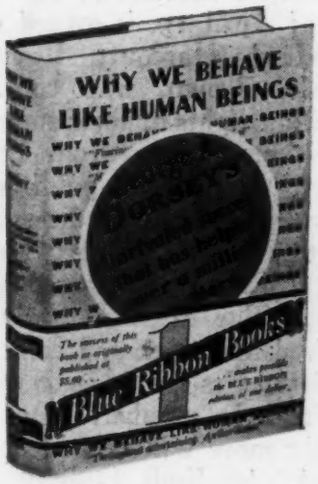

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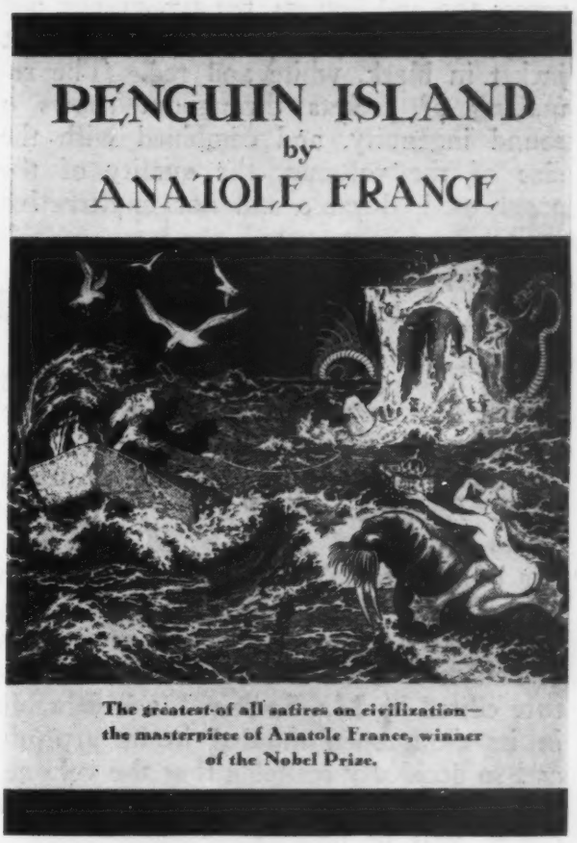
Blue Ribbon title-page. The colophon was designed by Clarence Hornung

BLUE RIBBON BOOKS, INC., "a cooperative effort in cheap edition publishing" under the direction of Eugene Reynal, presents the first three titles of its initial list in formats which give the appearance of being anything but cheap. "Why We Behave Like Human Beings" by George A. Dorsey, "Mother India" by Katherine Mayo and "Black Majesty" by John W. Vandercook appear



The end-paper plates of the original edition were used to make this attractive jacket. Lettering is in red

as solid, slightly larger than octavo volumes, with rough trim, bulking at about one and three-eighths inches. A most unusual feature for a dollar reprint, in "Black Majesty," is the inclusion of six three-color illustrations, also three-color end-papers. "Mother India" contains seven of the more important illustrations which appeared in the original edition.

Perhaps the most interesting feature of these handsome reprints is the jackets. All are varnished, and will stand out in bright,

clear colors on the display table. Many of the original jackets have been changed as to color scheme and arrangement, so that there are few among the entire lot which do not immediately strike a vivid note, original even in this current welter of "strikingly original jackets." One of the particularly arresting changes has been made to produce the jacket for the reprint of Anatole France's "Penguin Island," to appear in October. The plates for the end-paper illustrations, by Frank C. Papé, in the original edition, were used on the jacket, two wide black bands were run across top and bottom, the typography put into red, — all effecting an eloquent jacket in black, white and red. The remaking of jackets throughout shows a sound ingenuity, and combined with the size of the volumes, the quality of the paper used, durable and not unattractive cloth bindings, makes these books a new departure in reprint bookmaking.

Blue Ribbon Books, it will be remembered from an account in the *Publishers' Weekly* of April 19, is owned equally by Dodd, Mead, Harcourt, Brace, Harper and Little, Brown, who contribute the cheap edition rights of their successful non-fiction titles. Titles from non-member houses will however be published, on the usual royalty basis. The officers are Alfred Harcourt, president; Henry Hoyns, vice-president; Frank Dodd, secretary and treasurer. The directors are the officers with Alfred McIntyre and Eugene Reynal.

The first titles are to appear on August 19th, fifteen in number. On September 17th, eight more will be added, including, "Bismarck" by Emil Ludwig and "East of the Sun and West of the Moon" by Theodore and Kermit Roosevelt.

The Story of Publishers' Bindings

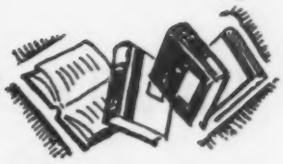
HERE is a story out of bookmaking history that has long needed to be told and the book belongs in every collector's library. The volume is called "The Evolution of Publishers Binding Styles 1770-1900" and is by Michael Sadleir of Constable's, London, published in this country by Richard R. Smith, Inc. The volume appears to be one of a series of studies in book history and book structure edited by Mr. Sadleir. It is valuable in its data, open minded in its attitude and so decidedly readable that the volume, which was printed in an edition of 500 copies, will be promptly exhausted.

Mr. Sadleir, himself a publisher, understands the practical aspects of publishers' bindings. He is a well-known collector, and his bibliography of Trollope shows how a technical knowledge of bookmaking can supplement the booklover's appreciation of the text. In this new book he outlines the difficulties of his subject, which are many, then describes the character of publishers binding up to the time that books were bound by publishers with some intention that they should be left as received on the purchaser's shelf. This step was taken at the end of the 18th century; before that time books were sent out in folded sheets from the publishers to the various dealers who put them in leather bindings according to the taste of the customer. Even when the boards began to appear on books it was some time before labels were put on the back of the books. Finally the boards were covered with cloth and then the cloth itself was imprinted in gold or silver. With the advent of cloth the book became more attractive to the eye. We were then on the highroad to the present variety of binding cloths in all their different surfaces and colors.

Mr. Sadleir has documented his book with great care. The collector of Victorian "firsts" may find it of interest to look at the chapter which discusses the variety of bindings that may appear in one book.

Sometimes an edition with a paper label was the first form in which a publisher bound a book, sometimes there were two issues in different designs and sometimes jobbing houses put their own special bindings on books, having bought the printed sheets. Mr. Sadleir's books is very valuable for its description of 19th century first editions and at the same time valuable to those who are producing contemporary bindings, as it indicates the evolution of bookbinding with its many technical improvements.

INNOVATIONS



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IN THE craze for innovations—whether of novelties in manufacture or of selling price—let us not lose sight of the basic consideration of giving the public sound and serviceable merchandise.

Nothing can take the place of cloth for binding. And nothing can supplant the honest quality that is woven into cloth such as that which Interlaken Mills produce.

Our doors are not only always open to experiment, but INTERLAKEN in many instances has been first in the field with important innovations. During the past year, for instance, INTERLAKEN has developed and added to its standard lines two new and useful patterns (EC and PR); six new colors in the Common color grade and eight new colors in the Vellum de Luxe grade. These new lines were immediately accepted by publishers and binders.

BUT INTERLAKEN will not conform to "fads" in bindings which are temporary or doubtful. If you specify an INTERLAKEN cloth, or if we develop a new grade, pattern or color at your request to meet your special requirement, you are sure of being able to get that same cloth at all times in the future.

And in any change in trade conditions INTERLAKEN will now, as for 47 years past, maintain the quality and uniformity of its product. Whatever price you sell at, therefore, if you use INTERLAKEN to bind you will be giving your customers the utmost in service, appearance and dependability.

THE staff, the resources, and the experience of this mill—the largest and oldest in America manufacturing book cloth exclusively — are at the service of the American book trade, whatever the particular problem involved or however drastic the experiment contemplated.

INTERLAKEN BOOK CLOTH

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Providence, R. I.—18 Thomas St., N.Y.

Full Text of Trade Customs Adopted by Publishers and Bookbinders

After Several Preliminary Meetings, Joint Conference of E. B. A. and National Publishers Association Prepares Final Draft—Hailed as "Step Forward" in Further Promoting Friendly Relations Between Two Industries

THE following are the trade customs agreed upon by a joint conference of the Trade Relations Committee of the Employing Bookbinders of America and a committee of the National Association of Book Publishers on May 22, 1930. The agreement must yet be submitted to the board of directors of the publishers' association as the final step in its ratification by both groups.

1. Storage, Care and Keep

Storage space is provided by the bookbinder to accommodate the publisher for storage of his property with the express understanding that if publisher uses the same, he does so at his own risk, and upon the express stipulation and agreement that bookbinders shall not be liable for any loss, damage or injury to, or theft of property left with him.

Free care and keep will be provided by the bookbinder on the basis of two per cent of the gross binding business billed to the publisher during any year. At the end of each year, the bookbinder will charge for the excess space occupied on the basis of ten square feet per thousand 12 mo. books. For example:

Business billed, say	$100,000.00
2 per cent allowed for storage	2,000.00
Books on hand at end of year, say	260,000
Rate, 10 feet per 1,000 12 mo. books.	2,600 ft.
Value, 2,600 ft. at $1 per ft...	2,600.00
Allowance	2,000.00
Charge for storage	$600.00

2. Option to Fold, Gather and Sew

The bookbinder will fold, plate, gather and sew all unordered sheets received, except a separate and distinct agreement is made in writing covering certain steps in the manufacture, the doing of which would be against the customer's best interest. All work performed will be charged for when completed.

3. Spoilage, Waste, Lost or Mislaid Sheets, Etc.

The following Schedule of Percentages of Spoilage Allowance is agreed upon between the bookbinder and the publisher. A resolution should be adopted by the National Association of Book Publishers, or by its Executive Committee, reading as follows:

"Resolved, that at a meeting of the National Association of Book Publishers (or, at a meeting of the Executive Committee of the National Association of Book Publishers) held at ..... on the ..... day of ..... the Schedule of Percentages of Spoilage Allowance, which has heretofore been adopted by the United Typothetae of America and the Employing Bookbinders of America, is the fair spoilage allowance to which we believe every bookbinder shall be entitled in the performance of any contract with members of the National Association of Book Publishers."

4. Terms

Net cash payments thirty days, in the absence of other terms agreed upon. Deferred payments will have interest added. Bookbinders' lien attaches on all property in possession, notwithstanding the extending of credit or acceptance of notes or guarantee of payment.

All jobs to be billed upon completion of work, whether delivered or held in stock by the bookbinder, unless a separate and distinct agreement is otherwise made.

On December 31 of each year, the bookbinder shall bill the customer for all un-

billed work performed and materials supplied on bound books in stock, and all unusual materials purchased by bookbinder for customer's account, payment to be made within thirty days.

5. Jackets, Etc.

Failure or delay in delivering to bookbinder of jackets, cartons, boxes or other materials necessary to the delivery of the book after binding is completed, necessitating an extra handling, shall carry an additional charge of not less than $5.00 per thousand 12mo books. Date of delivery of packets to be given by publisher not later than date of delivery of sheets.

6. Imperfect Books

The bookbinder will not be responsible or liable in any way for defects in paper or printing which appear on the inside of folded signatures.

The quoted price includes only the regular examination of the completed work, which consists of the following operations: Freeing the end papers, noting that the book is cased in properly, once fanning through the leaves, and rubbing off the cover preparatory to wrapping.

Any expense of repairing bound volumes, due to defects of paper and printing not discernible on the outside of signatures during sheet work, but detected in final examination before delivery, will be charged against customer on a cost basis. Each charge made will be accompanied by a statement of actual defects found necessitating such repairs. For a special examination a separate and distinct agreement in writing must be made, which will carry an additional charge to be agreed upon.

Bookbinder shall be responsible for six years for all defective binding due to imperfect workmanship of the bookbinder. His liability shall be limited to the cost of paper, press work, binding and transportation charges. All claims for shortages or defective books shall be made monthly .

7. Insurance

All material furnished by the customer and completed books are held at customer's risk, and bookbinder assumes no responsibility for loss or damage, except such as caused by his own negligence.

Bookbinder only insures the value of his labor and material on all orders until the goods are charged.

8. Quantities Ordered Bound

The quotation covers only the specific quantity stated to be bound as initial order.

Should, however, the customer in the initial order call for a part less than the entire edition, then it is understood that the bookbinder on such part will add any increase in the cost of labor or material to the quoted price.

Deliveries elsewhere than to publisher's warehouse, deliveries in less than five hundred copy lots, or deliveries in special packings shall carry an additional charge.

9. Sample Covers

Bookbinder will make, without charge, one lot of specimen covers. Additional lots will be charged on a cost basis. Should specimen bindings not be followed by regular edition orders, all specimen covers furnished shall be charged for.

10. Salesmen's Samples

These are small editions and large items of expense to the bookbinder and shall be charged on a basis mutually agreed upon.

11. Services, Promises, Etc.

Promises. Bookbinders will exert every effort to keep delivery promises and not delay promised titles in favor of other work.

Service. All communications and instructions shall be made between office executives, and not through factory employees.

Overtime. Production entailing overtime, holiday or Sunday work is a matter of expense, and the bookbinder shall be recompensed.

12. Specification

Agreed specifications must be followed in every particular. In case of delays or inability to obtain material agreed upon, the bookbinder shall immediately notify the publisher, who may authorize a substitution, and bookbinder's charges shall be adjusted accordingly.

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Analysis of Depreciation Methods

Committee Conducts Survey of Sixty Plants—While Variation in Method and Ratios Was Found, General Tendency Apparent Toward Standardization and Uniformity

ANALYSIS of the depreciation methods at present employed by sixty plants was made by the Committee on Depreciation (E. W. Palmer, chairman; Henry P. Conkey, Gerard B. Van Deene, Charles C. Whinery, Hubert Gardiner, Jr.).

While considerable variance in method and ratios was found as a result of the questionnaire sent out by the committee, the general tendency is toward a standardization of practice and a near uniformity in ratio figures.

The Committee recommended the submission of its report to the membership and the adoption of a uniform basis for depreciation.

The Executive Committee approved the suggestion of a conference of the committee with the officials of the Bureau of Internal Revenue, with the sole idea of securing their recommendations, based upon the conditions shown in the present survey, for the establishment of standard and uniform ratios of depreciation for the industry, the results of this conference and the suggestions of the Bureau of Internal Revenue to be submitted to the membership at the Annual Convention.

The first part of the questionnaire was devoted to five general questions, these being as follows:

1. Do you, at present, use one ratio in computing depreciation on all bookbinding machinery, equipment, etc., in your plant?
2. If you use different ratios for different classes or types of equipment, please list.
3. How long have you used the ratios given in questions 1 and 2?
4. Are you opposed to changing your present depreciation ratio (s) to a standard basis, provided it is adopted by the E. B. of A. after careful study?
5. If opposed to such plan will you state your objections?

The second division of the questionnaire dealt with proposed practice. The members were requested to consider carefully the recommended rates of depreciation issued by the United Typothetae of America in April and make suggestions for a standardized basis to be adopted by the association for all equipment and buildings, excepting all bookbinding machinery and equipments.

The third division of the questionnaire called for a detailed proposal as to depreciation ratios, based upon probable life, of classified items for bindery equipment.

SCHEDULE OF PERCENTAGES OF SPOILAGE ALLOWANCE
(Paper—40 lb. basis and heavier)
Sheet Fed Work Only

Quantity*	Presswork—One side				Presswork—Work & Turn				Presswork—Work & Back			
	Plain†		Halftone‡		Plain†		Halftone‡		Plain†		Halftone‡	
	One Color	Each Add'l Color	One Color	Each Add'l Color	One Color	Each Add'l Color	One Color	Each Add'l Color	One Color	Each Add'l Color	One Color	Each Add'l Color
	%	%	%	%	%	%	%	%	%	%	%	%
Up to 199	13.0	20.0	18.0	25.0	22.0	29.0	28.0	35.0	25.0	40.0	35.0	50.0
200 to 299	9.0	11.5	12.0	14.0	14.5	17.5	18.0	20.5	16.0	23.0	21.5	28.0
300 to 399	7.0	8.0	9.0	11.0	13.5	13.0	14.5	16.5	12.0	17.0	17.0	22.0
400 to 499	6.0	7.0	8.0	9.0	10.0	11.5	13.0	14.0	11.0	14.0	14.5	17.5
500 to 999	5.0	6.0	7.0	8.0	9.5	10.5	12.0	13.0	10.0	13.0	13.8	16.0
1000 to 2499	4.5	5.0	6.5	6.5	8.0	8.5	9.0	11.0	8.5	10.5	10.6	13.0
2000 to 4999	4.0	4.0	5.0	5.0	6.5	6.5	7.5	9.0	7.0	8.0	8.6	10.0
5000 to 9999	3.0	2.5	3.5	2.7	5.0	4.5	5.1	4.7	5.0	4.8	5.4	5.2
10000 to 24999	2.5	2.0	2.7	2.2	4.0	3.5	4.2	3.6	4.0	3.8	4.3	3.9
25000 and over	2.0	1.5	2.2	1.6	3.5	3.0	3.6	3.1	3.5	3.2	3.7	3.3

(*Continued on page* 88)

SCHEDULE OF PEERCENTAGES

(*Continued from page* 87)

Quantity*	Bindery Operations					Schedule of Percentages for Extra Spoilage Allowance for Lightweight Paper ††		
	Each Minor Operation**	Machine Folding	Hand Folding or 1 Fold on Machine	Pam. Bdg. Exclusive of Folding	Ed. Bdry. Exclusive of Folding	30 lb. & Less than 40 lb.	25 lb. & Less than 30 lb.	Less than 25 lb.
	%	%	%	%	%	%	%	%
Up to 199	5.0		6.0	7.5	15.0	125	150	175
200 to 299	3.5		4.0	5.3	10.5	126	152	178
300 to 399	3.0		3.5	4.5	9.0	127	154	181
400 to 499	2.5		3.0	3.8	7.5	128	156	184
500 to 999	2.2		2.5	3.3	6.6	130	160	190
1000 to 2499	2.0	3.5	2.0	1.5	1.5	132	165	195
2500 to 4999	1.5	3.0	1.0	1.0	1.0	135	170	200
5000 to 9999	.5	2.5	.9	.9	.5	145	190	220
10000 to 24999	.3	2.5	.5	.5	.5	160	200	240
25000 and over	.25	2.5	.4	.4	.5	180	225	270

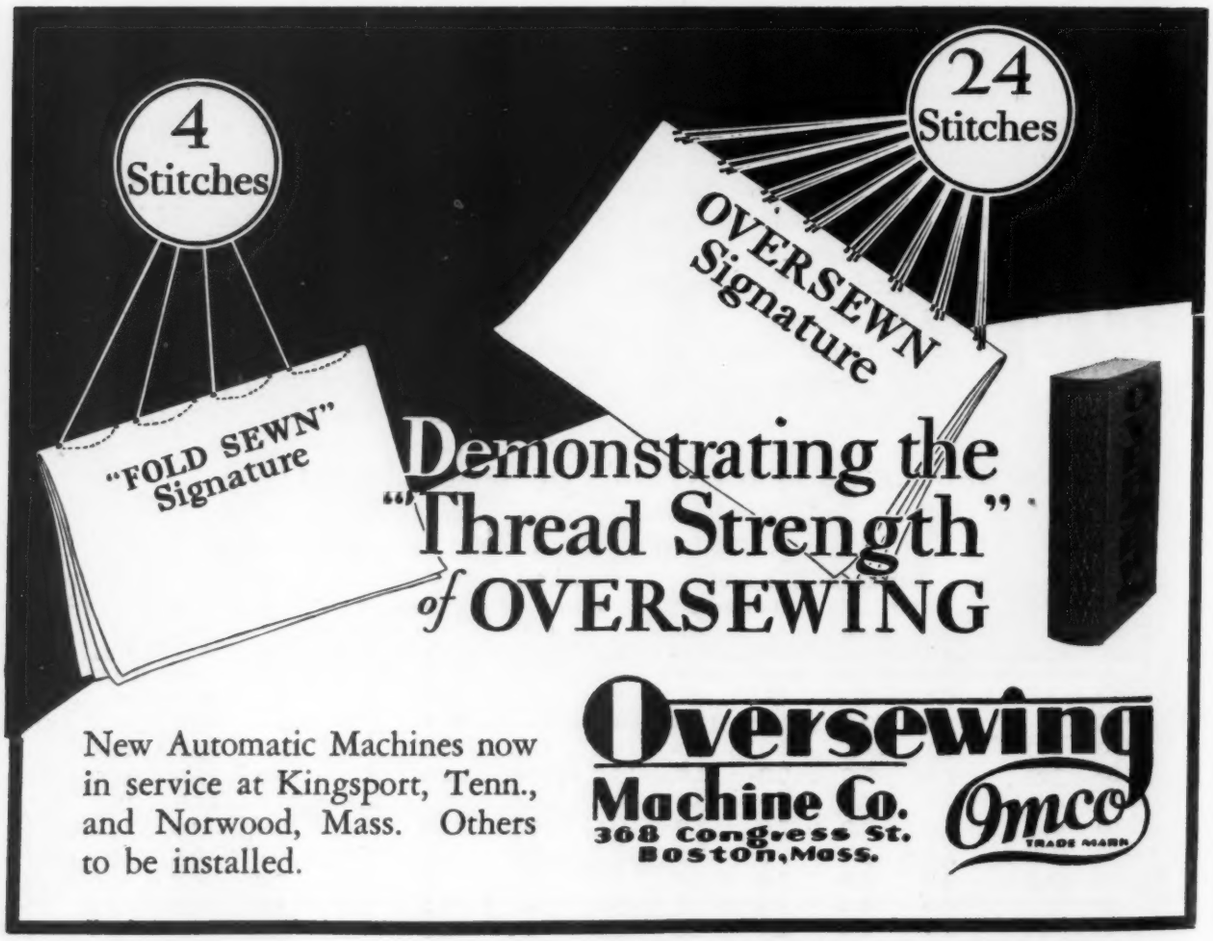
*Quantity, in presswork tables, represents sheets in all cases. For instance: 1000 sheets "Work & Turn" or "Work & Back" means 1000 sheets and 2000 impressions. All bindery percentages except folding are on the edition. Folding should be figured by the total signatures of each kind.

†Plain—Plain Type—Type & Zincs—Electros, etc., on papers 40 lbs. basis and heavier.

‡Halftone—Halftone printing, one or more colors on S. & S. C., Coated and similar papers, 40 lb. basis and heavier.

**Minor Binding includes such operations as Punching—Perforating — Hand Numbering —Crimping—Round Cornering—Strip Gumming—Padding, etc.

††Note: The percentages given in this table under extra spoilage allowance must be taken on the total *regular spoilage* allowance and not on total sheets or edition. For example: The amount of spoilage to be provided for in machine folding 10,000 sheets of paper of more than 40 lb. basic weight is given as 2.5%, or 250 sheets. The amount of spoilage to be provided in cases where the paper is 25 lb. and less than 30 lb. basic weight is given as 200%. 200% of 2.5% is 5%. Or, in others words, 200% of 250 sheets is 500 sheets.



Can You Answer 8 in 13?

THIRTEEN questions given students at Oxford on "The History of Printing and Book Production":

1. Write an account of William Caxton, introducing some of the books that he printed.

2. Describe the appearance of an early printed book, and say how it came to be printed in that form.

3. Trace the history of the House of Elzevir; what was the character of its output?

4. At what period was the first copyright act enacted, and to what extent was it used?

5. What is meant by stereotyping? Enumerate the advantages to be gained by the process.

6. Name some of the celebrated presses of the latter part of the nineteenth century and early twentieth century, and write a short note about each.

7. Describe a page printed in accordance with your ideal.

8. What are the component parts of "Preliminary Matter"?

9. Name some of the chief book illustrators of the nineteenth century, and write notes about the work of some of them.

10. Enumerate and describe the various operations which take place in binding a book by hand.

11. Name some of the leathers used for binding books, and give the advantages or disadvantages of each.

12. Write a summary of Aldis's chapter on the handling and mishandling of books.

13. How do your books become rare and valuable?

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Mid-Year Book Index, 1930

Quarterly Announcement of New Publications to September 1st Listed by Author, Title, and Series

Fall Announcement Index in Issue of September 20

A. B. C. of gliding and sailflying. Henley's. Page, V. W., ed. $1.50 or $2 Henley
Across Iceland. Chapman, O. M. $5 Dodd, M.
Acting. Crauford, L. $3 R. R. Smith
Actors and people. Wood, P. $2.50 Appleton
Adair, Mildred. More songs for little singers. 60 c. Standard
Adams, Charles True. Auction bridge at sight.—Contract bridge at sight. ea. $1—Modern contract bridge. $2.50 Bruce-Roberts
Adams, Evangeline. Bowl of heaven. $1 Blue Ribbon Books
Adams, James Truslow. Our business civilization. (Boni books) 50 c. A. & C. Boni
Adams, Julia Davis. Mountains are free $2.50 Dutton
Adams, Peter. Racing yachts done in cork models. $1.25 Dutton
Adams, Samuel Hopkins. Godlike Daniel. $5 Sears
Adam's rest. Millin, S. G. $2.50 Liveright
Adler, Alfred. Understanding human nature. $1 Garden City Pub.
Administration of justice from Homer to Aristotle. Bonner, R. J. $4 Univ. of Chicago
Administrative legislation in the new code of canon law. Ayrinhac, H. A. $3 Longmans
Adventure ser. *See* Key, Alexander.
Adventures in geography. Kay, G. A. $2.50 Volland
Adventures of Ephraim Tutt. Train, A. $2.50 **Scribner**
Adventures of Luisa in Mexico. James, W. $2 Dutton
Adventuring in peace and goodwill. Brooks, A. S. $1 Pilgrim Pr.
Adventurous days. Grabo, C. $2.50 T. S. Rockwell
Adversary in Tomika. Hamilton, G. V. $2.50 Sears
Aeronautical meteorology. Gregg, W. R. $4.50 Ronald
Aeroplanes and airships, World's. Jackson, G. G. $2.50 Lippincott
Affair of the gallows tree. Chalmers, S. $1 Doubleday, Doran
Affections of the eye in general practice. Rea. $3.50 Lea & F.
Africa, Denatured. Streeter, D. W. $1 $1 Garden City Pub.
African Republic of Liberia and the Belgian Congo. Strong, R. P. Harvard
After Pentecost—what? Cavert. $1.50 Cokesbury
Against the grain. Huysmans. 50 c. A. & C. Boni
Agency building and management. Witt, J. C. $2.75 Spectator
Aiken, Janet Rankin. English, present and past. $3 Ronald
Ailments of children, Common. Scovil, E. R. $1 Altemus
Ainsworth, Alvah Franklin. This great romantic urge. $1.50 Stratford
Air express holdup. Wright, P. L. 50 c. Barse
Air pilot ser. *See* Wright, Philip Lee.
Aircraft annual, Collins'. $1.50 col. il. William Collins
Airmen, Parachutes for. Dixon, C. $2.50 Pitman
Airplanes, Beginners book of model. Claudy, C. H. $1.75 Bobbs-M.
Albert, Edna. Little pilgrim to Penn's woods. il. $2 Longmans
Alcott, Louisa M. Eight cousins. 50 c. Burt
Aldrich, Bess Streeter. Mother Mason. (Copyright fiction) 75 c. Burt
Alexander, Elsie M. Sunnybrook ser. ea. 35 c. Burt
New titles: Speedy, the fox—Daffy the polecat.
Alias bluebeard. Gabory, E. $3 Brewer & W.
Alibi. Van de Water, F. F. $1 Doubleday, Doran
All about Mother Goose. Starrett, V. Apellicon Pr.
All kneeling. Parrish, A. $1 Grosset & D
All smoke. McFayden, F. $2 R. R. Smith
Allen, Hazel K. Camps and their modern administration. $1.75 Womans Press
Allen, Phillipa. Junior story teller's house.—Story tellers house. ea. $1.25—Whispering Wind; tales of the Navaho Indians. 50 c. T. S. Rockwell
Allen, William H. Rockefeller; giant-dwarf-symbol. $5 Institute for Public Service
Allingham, William. Robin redbreast and other poems. il. (Little lib.) $1 Macmillan
Aloe, The. Mansfield, K. $5 Knopf
Alvarez, Walter C. Nervous indigestion. $3.75 Hoeber
Amber bead. Rothmund, T. $2 Longmans
America moves west. Riegel, R. E. $5 Holt
American caravan, 4. Kreymborg, A., ed. $5 Macualay

American civil engineers' handbook. Merriman, T. 1-v. ed. $8; 2-v. $10 Wiley
American girl. Tunis, J. $2 Brewer & W.
American glass. Northend, M. H. $3 Dodd, M.
American government tests. Erbe, C. H. Allyn & Bacon
American government today. Munro, W. B. Macmillan
American religion as I see it lived. Jenkins, B. $2.50 Bobbs-M.
American road to culture. Counts, G. S. $2.50 John Day
American scene. Clark, B. H. $5 Appleton
American songbag. Sandburg, C. $3.50 Harcourt
American speeches. MacDonald, J. M. $1.50 Houghton M.
American textbooks, Civic attitudes in. Pierce, B. L. $3 Univ. of Chicago
Americanization of Edward Bok. Bok, E. $1 Scribner
Among those present. Roche, A. S. $2 Sears
L'amour or the art of love. Geraldy, P. $1 Dutton
Analytic geometry. Nowlan. McGraw-H.
Anatomy and physiology, Work book and outline of. Thomas, M. L. $1.25 Saunders
Anatomy. Corner, G. W. $1.50 Hoeber
Anchors aweigh! Francis, C. H. $2 Dorrance
And this is Boston! Early, E. $2 Houghton M.
Andersen, Leonora, and McKinley, Florence. Second grades. $2 A. S. Barnes
Anderson, Bernice G. Topsy Turvy's pigtails. il. (part col.) $1 Rand McN.
Anderson, Eugene. First Moroccan crisis, 1904-1906. $4.50 Univ. of Chicago
Anderson, Frederick Irving. Book of murder. $2.50 Dutton
Anderson, John, and Morse, Stearns. Book of the white mountains. $5 Minton, B.
Anderson, Paul L. Slave of Catiline. il. $2 Appleton
Anderson, Sherwood. Tar. 50 c. A. & C. Boni
Andrad, Capt. Commentaries of. (Argonaut ser.) $4 McBride
Andrews, Marietta Minnigerode. George Washington's country. $3.75 Dutton
Andromeda in Wimpole street. Creston, D. $3 Dutton
Anet, Claude. Idyll's end. $2.50 Dodd, M.
Anglo-Catholocism, Century of. Stewart, H. L. $4.75 Oxford
Animal caravan. Leet, F. R. $1 Saalfield
Animal story book, Little folks. $1 Altemus
Animals, Book of baby. Talbot, E. $2 Nelson
Animals, World of. Stephenson, M. B. $1.25 T. S. Rockwell
Annapolis, Boys' book of. Knapp, G. L. $2 Dodd, M.
Annual register. Epstein, M., ed. $12 Longmans
Anson, Peter. Fisher folk and fishing boats. $5 Dutton
Anthology of English poetry. Campbell, K., comp. $1.25 Holt
Anthony, Joseph. Casanova Jones. Il. by Willy Pogany. $2 Century
Antopolska, Sevia. Fresh from a young tree. $1 Literary Pubs.
Apostles' creed. Sloan, H. P. $1.50 Methodist Bk. Con.
Apostles of faith, Modern. Wimberly, F. C. $1.25 Cokesbury
Apperson's folly. Mallory, A. 75 c. Chelsea House
Appleby, Anna. The seeker. $2 Christopher
Appraisers and assessors manual. Prouty. McGraw-H.
April fools. Mackenzie, C. $1 Doubleday, Doran
Arab-Syrian gentleman and warrior in the period of the crusades. Memoirs of Usamah ibn-Munqidh (1095-1188). $5 Princeton
Archer's chronicle and greenwood companion. Hare, K. $5 Dutton
Architects, Shades and shadows for. Buck, McGraw-H.
Argonaut ser. ea. $4 McBride
New titles: Jahangir and the Jesuits—Commentaries of Capt. Andrad—Jewish travelers.
Aristophanes' Lysistrata. Seldes, G. $2 Farrar & R.
Aristotle, Administration of justice from Homer to. Bonner, R. J. $4 Univ. of Chicago
Arithmetic of electricity. Sloane. $1.50 Henley
Arithmetic, Problems in. Gilmartin. 68 c. Newson
Arliss, George. Up the years from Bloomsbury. $1 Blue Ribbon Books
Armstrong, Anne W. This day and time. $2.50 Knopf
Around the world in song. Gordon, D. $2.50 Dutton
Arrow of fire. Snell, R. J. $1 Reilly & L.
Art and literature, Divine element in. Schroeder, W. L. $1.50 Beacon Pr.
Art in England, 1821-1837. Whitley, W. T. $9 Macmillan
Art of business reasoning. Schnackel, H. G. Wiley
Art of business thinking. Schnackel, H. G. $2.50 Wiley
Art of drinking. Mason, D. $1.50 Farrar & R.
Art of feminine beauty. Rubinstein, H. $2.50 Liveright
Art of floral designing. Harry, W. C. $2.50 De La Mare
Art of reading. Guppy, H. $1 May & Co.
Art of social dancing. Hostetler, L. A. $2 A. S. Barnes
Art, 100,000 years of. Morris, E. G. $3 Stratford
Art, Outline of. Orpen, Sir W. $4.50 Putnam
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Herbert Hungerford, formerly editor of *The American News Trade Journal,* recently made a study of the growth of small bookshops and circulating libraries in fifty-three cities and towns in Pennsylvania, New Jersey, Ohio, West Virginia and Maryland. He has written an account of his study for the July 12 issue of the *Publishers' Weekly.*

For the same issue Ray Yarnell, editor of *Capper's Farmer,* has written of an experiment he made recently, selling books to farmers.

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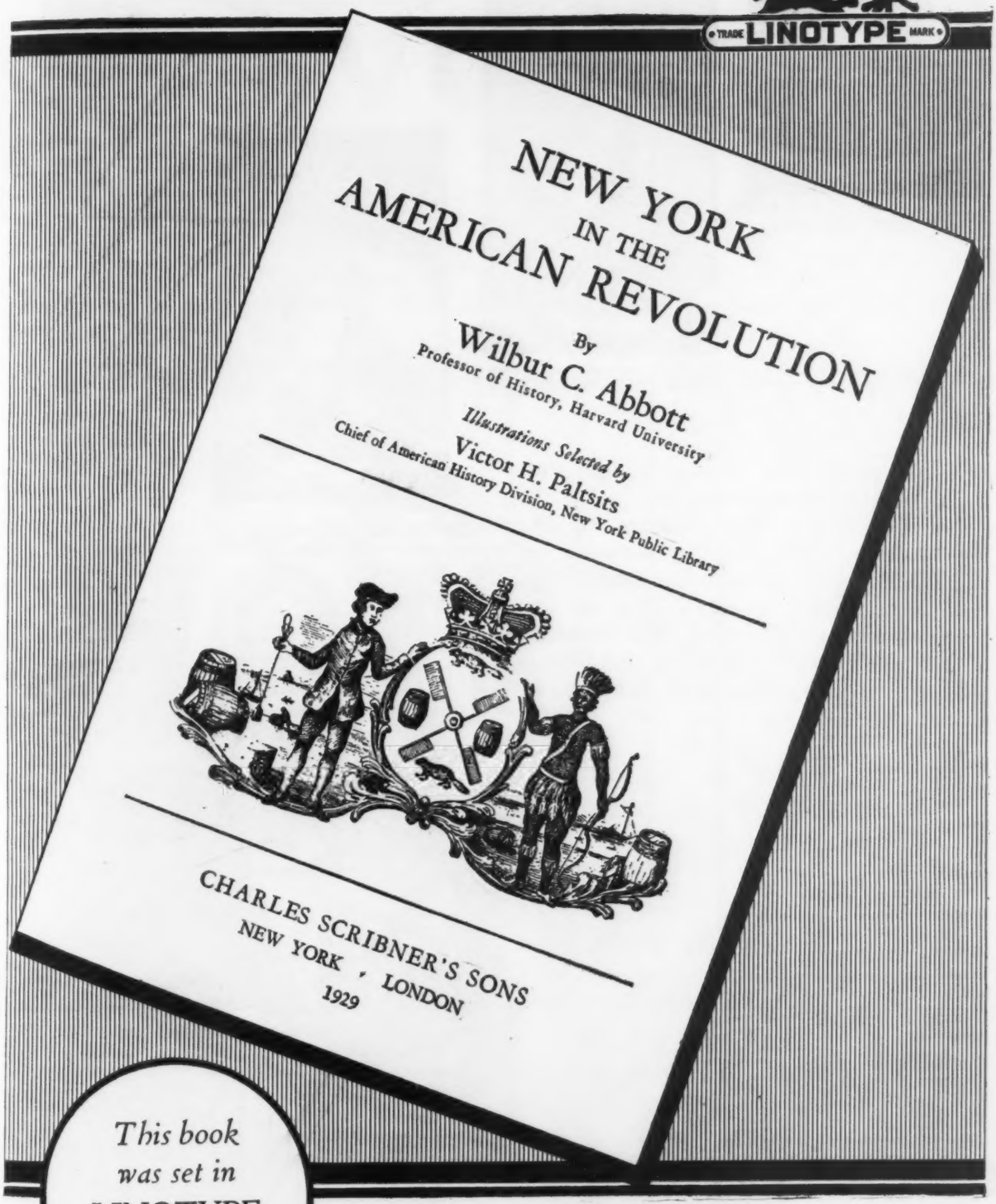

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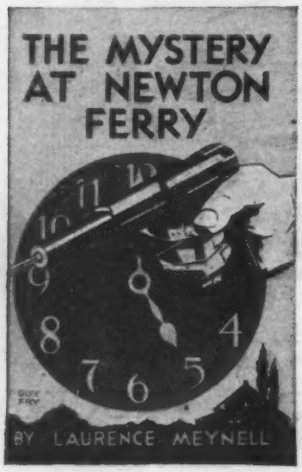

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